PRICE 15 CENTS

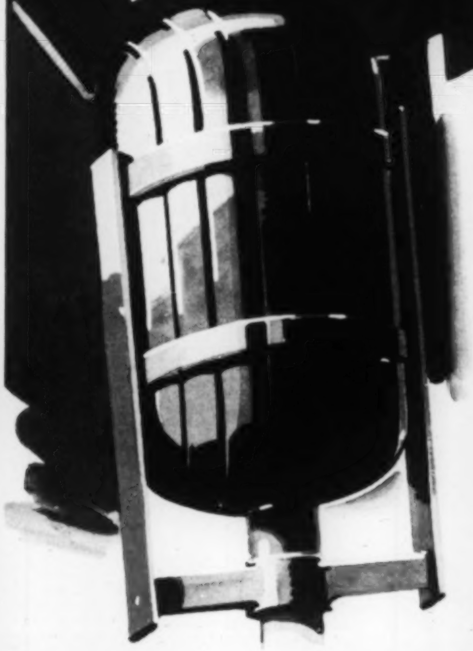
BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

MA 1 3

IF IT'S A FORT INDUSTRY STATION



YOU CAN BANK ON IT!

Agency time buyers and production men who have used a Fort Industry Station know that the words of that headline are no dreamed up myth. They've found that a Fort Industry Station is long on results and short on headaches.

Long on results because Fort Industry Stations are strategically located in the nation's richest industrial and agricultural areas. Each one does a bang-up selling job. Each station operation is based on a long and continuous study of the maximum audience preference in the area covered. This results in powerful response.

Short on headaches because commercials are announced exactly according to instructions.

These merits stem from the fact that these stations are operated by men of long radio experience.

The next time you have a schedule to make up, check into the performance and reliability advantages of this all-radio organization. You'll find—as others have—that "If it's a Fort Industry Station, You Can Bank On It"... every inch of the way!

THE FORT INDUSTRY
Stations

WSPD
Toledo, Ohio
5000 WATTS—1370 KC.
NBC—BASIC

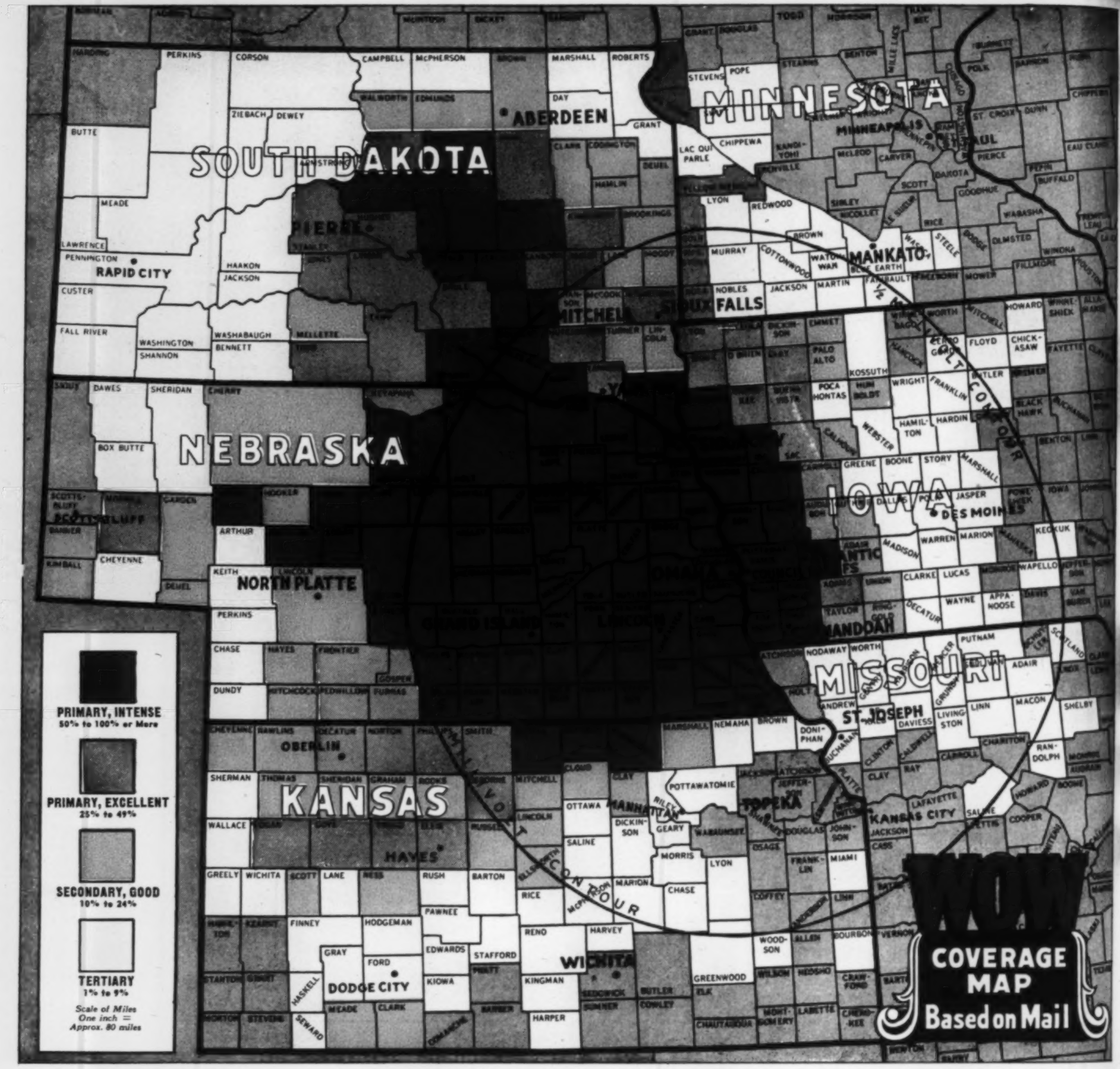
WWVA
Wheeling, W. Va.
50,000 WATTS—1170 KC.
BLUE—BASIC

WAGA
Atlanta, Georgia
5000 WATTS—590 KC.
BLUE NETWORK

WMMN
Fairmont, W. Va.
5000 DAY—1000 NIGHT—920 KC.
CBS—NETWORK

WLOK
Lima, Ohio
250 WATTS—1240 KC.
NBC—NETWORK

WHIZ
Zanesville, Ohio
250 WATTS—1240 KC.
BLUE NETWORK


SOUTH DAKOTA
MINNESOTA
NEBRASKA
IOWA
MISSOURI
KANSAS
ABERDEEN
PIERRE
RAPID CITY
MITCHELL
SIOUX FALLS
MINNEAPOLIS
ST. PAUL
MANKATO
DES MOINES
NORTH PLATTE
SCOTTSBLUFF
GRAND ISLAND
LINCOLN
OMAHA
ST. JOSEPH
TOPEKA
KANSAS CITY
OBERLIN
HAYES
DODGE CITY
WICHITA
PRIMARY, INTENSE
50% to 100% or More
PRIMARY, EXCELLENT
25% to 49%
SECONDARY, GOOD
10% to 24%
TERTIARY
1% to 9%
Scale of Miles
One inch = Approx. 80 miles
WOW
COVERAGE
MAP
Based on Mail

MR. TIME BUYER HERE'S THE MAP YOU ASKED FOR

The *First* "Standard" Coverage Map Ever Issued!

This is the FIRST station coverage map, we believe, to conform completely to standards recommended by the following groups:

- The Time-Buyers Committee of the American Association of Advertising Agencies;
- The Radio Executives Club;
- The Dept. of Broadcast Advertising and the Research Division of the National Association of Broadcasters.

This map is based on an analysis of 120,000 pieces of audience mail (10,000 a month for a year) in conformity with the new recommended standards. Copies mailed you will contain a detailed explanation of the methods used in determining coverage and field intensity. Complete WOW-land statistics, with breakdowns by Primary and Secondary areas, will be included . . . ALL the facts you should have before buying time in the Omaha-Great Plains area.

WRITE FOR YOUR COPY TODAY!

WHAT A MARKET!

WOW-land contains 333 counties with a population of nearly 5,000,000 and 1,144,299 Radio Families.

590 K.C. ★ 5000 WATTS

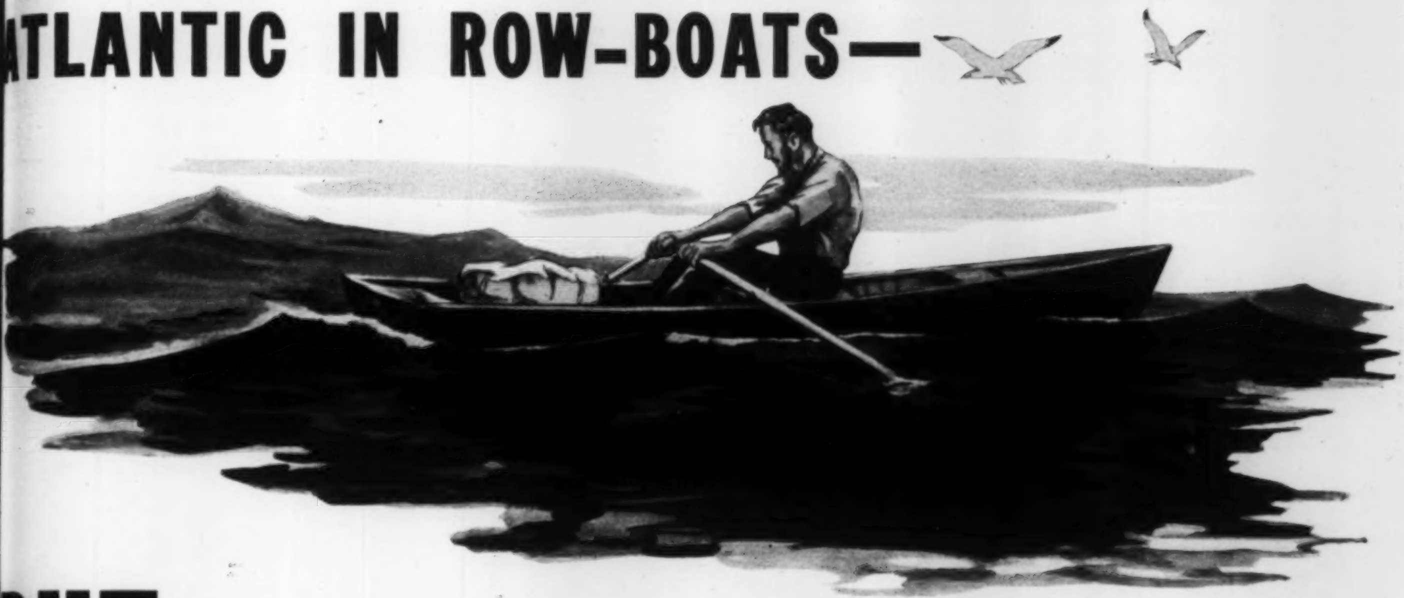
WOW

The only NBC Station in Nebraska

John J. Gillin, Jr., Pres. and Gen'l. Mgr.

John Blair & Co., Representatives

AT LEAST TWO MEN HAVE CROSSED THE ATLANTIC IN ROW-BOATS—

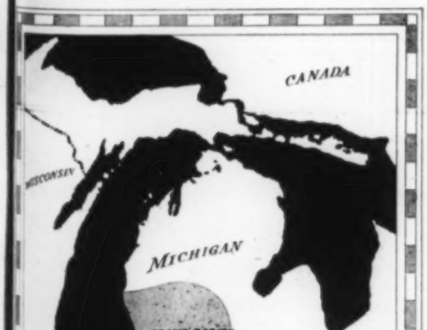


BUT NOBODY HAS EVER COMPLETELY "COVERED" THE GRAND RAPIDS-KALAMAZOO AREA—FROM CHICAGO OR DETROIT!

The center of the Western Michigan market is 170 miles from Chicago—150 miles from Detroit. That in itself is an effective "bairrier" to outside stations. But in addition, the rapid fading conditions in this area, from both Detroit and Chicago, are among the worst in the entire United States . . .

WKZO is the dominant station in the Kalamazoo-Grand Rapids Market. No other station, *regardless of power*, can furnish more than a mere fraction of the WKZO coverage. . . . If you want Western Michigan, write for all the facts—or just ask Free & Peters!

The Kalamazoo-Grand Rapids Area is the home of 1,483,509 better than average consumers who vastly prefer WKZO to any and every other radio station, either "outside" or "inside" the Area. Let us prove it!



WKZO

covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, *President and General Manager*

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

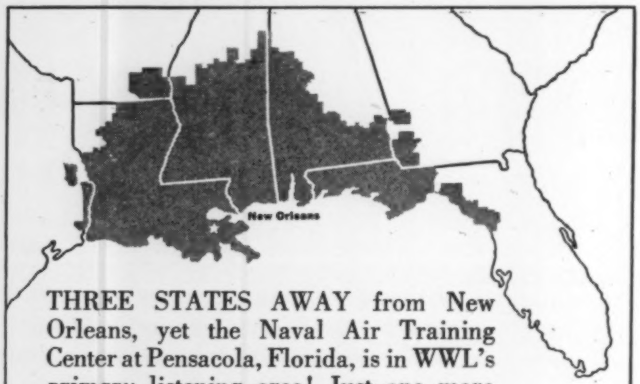
(Official U. S. Navy Photograph)

"*Annapolis of the Air*"

AT PENSACOLA, FLORIDA

IS IN WWL-LAND

and so are 10,000,000 customers from five different states



THREE STATES AWAY from New Orleans, yet the Naval Air Training Center at Pensacola, Florida, is in WWL's *primary* listening area! Just one more example of how WWL blankets the Deep South.

NO OTHER STATION for hundreds of miles can compete with WWL's 50,000 watt, clear channel signal. For complete coverage of the prosperous Deep South, you need—

WWL

NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 24 • No. 11 MARCH 15, 194

CONTENTS

NAB Conference April 27-29 13
Post-War Plan Ignores Radio 13
Farm Battery Plan Study 14
FTC Discount Probe Nears End 14
Atlantic Signs Baseball Schedule 15
Timebuyers Foresee Spot Expansion 15
Psychological Warfare Under OWI 16
OWI Domestic Branch Reorganized 16
Congress Prepares Probes of FCC 16
NAB Sales Group Aids Small Outlets 18
Personal Opinion of BMI Music 20
Forum Discusses Radio and War 22
Advertisers Urged to Lead Post-War Study 24
Space Rationing as Guide to Radio 24
Spots Boost Used Car Sales 80% 40
AFRA Record Negotiations Deferred 49
Life of a Used Car Dealer 50
Suspension of Locals for Duration Denied 54
Jack Howard Gets Naval Commission 58
CBS Extends Net Discount Policy 58

DEPARTMENTS

Agencies 38
Agency Appointments 51
Behind the Mike 34
Classified Advertisements 57
Control 55
Editorials 32
FCC Actions 56
Guestitorial 32
Merchandising 28
Network Accounts 56
Other Fellow's Viewpoint 26
Personal Notes 33
Radio Advertisers 41
Station Accounts 40
Studio Notes 43
We Pay Respects 33
Hix Cartoon 32

Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

Ps-st! %$(;xx WaNt to buy a nEw TYPEWRITER?

Choose KFAB instead! Reaches more customers in one minute than you could touch in a year of typing letters. Gets better results, too! At less cost! Farm homes, with an all-time record income, have confidence in KFAB... buy what "their" station recommends. You *need* KFAB! It can and will do a complete job thruout Nebraska and her neighboring states. Better wire for availabilities today.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN

SALES
POWER
NASHVILLE
MARKET
WSIX

They pick WSIX to do the Job in Nashville!

93 ADDITIONAL commercial network programs PER WEEK have been added to the WSIX schedule in the past five months. These advertisers, sensing a golden opportunity to cover the flourishing Nashville market, are picking WSIX.

ADVERTISERS looking for available media to carry their message to the masses of the people, have a ready-made solution in radio.

WSIX IS typical of those stations doing a mass-coverage job when most needed.

MEMBER STATION THE BLUE NETWORK AND MUTUAL BROADCASTING SYSTEM
SPOT SALES, INC., NATIONAL REPRESENTATIVES

5000 WATTS

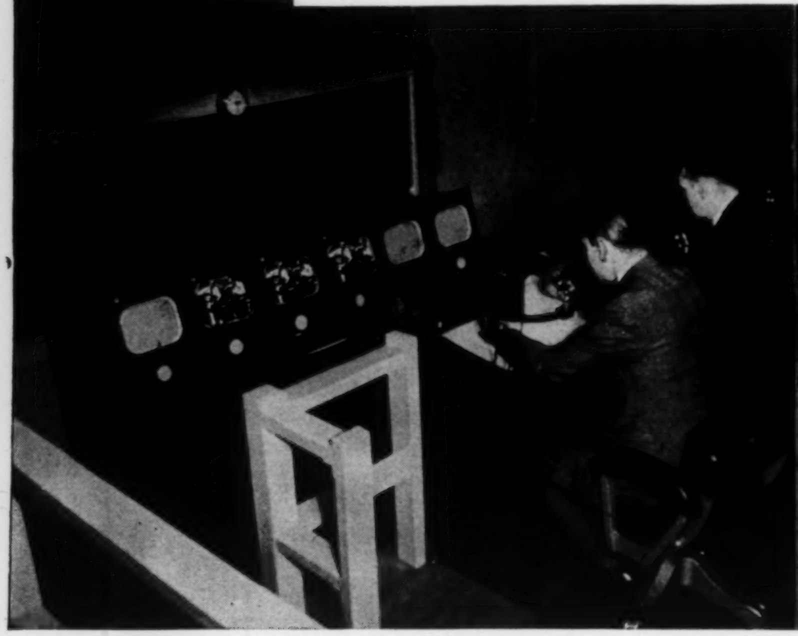
WSIX

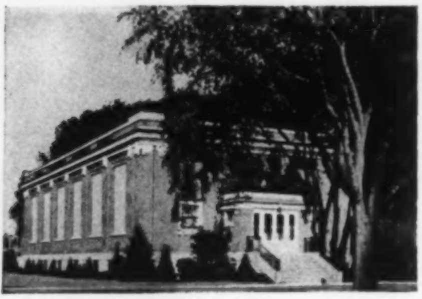
"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

G-E TELEVISION APPARATUS + G-E PROGRAMMING EXPERIENCE = Y





WITHIN the limits of all-out war production, General Electric television broadcast equipment is undergoing rigid testing at G.E.'s own proving-ground Station WRGB, Schenectady. Flexibility of equipment is constantly being analyzed. Many improvements and changes are taking shape.

New television programming arts and skill are being studied and developed. Three times weekly live talent shows — such as boxing matches, menu planning, style shows, and operettas with full orchestral accompaniment — are being televised.

Te
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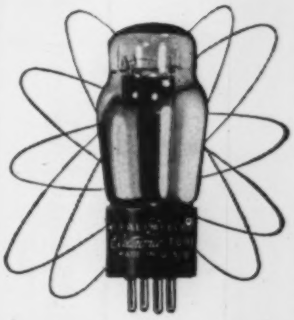
YOUR FUTURE TELEVISION SYSTEM

Techniques in staging, lighting, and make-up are being tried. The carefully checked results are providing a vast fund of practical experience for you to draw upon when television is again available to the broadcasting industry. This development of television at WRGB is greatly helped by a co-operative home television audience organized to criticize the programs broadcast.

And the G-E post-war television receiver for the home will come out of the same vast fund of television experience. It will be a receiver that will get the most out of the latest developments in television broadcasting.

G-E television broadcast equipment, program experience and receivers are working together for your future television success. We are doing the experimenting so that you won't have to.

General Electric cordially invites you when in Schenectady to visit Station WRGB for a preview of your future television system. Radio, Television, and Electronics Department, General Electric, Schenectady, N. Y.



LEADER IN RADIO, TELEVISION, AND ELECTRONICS

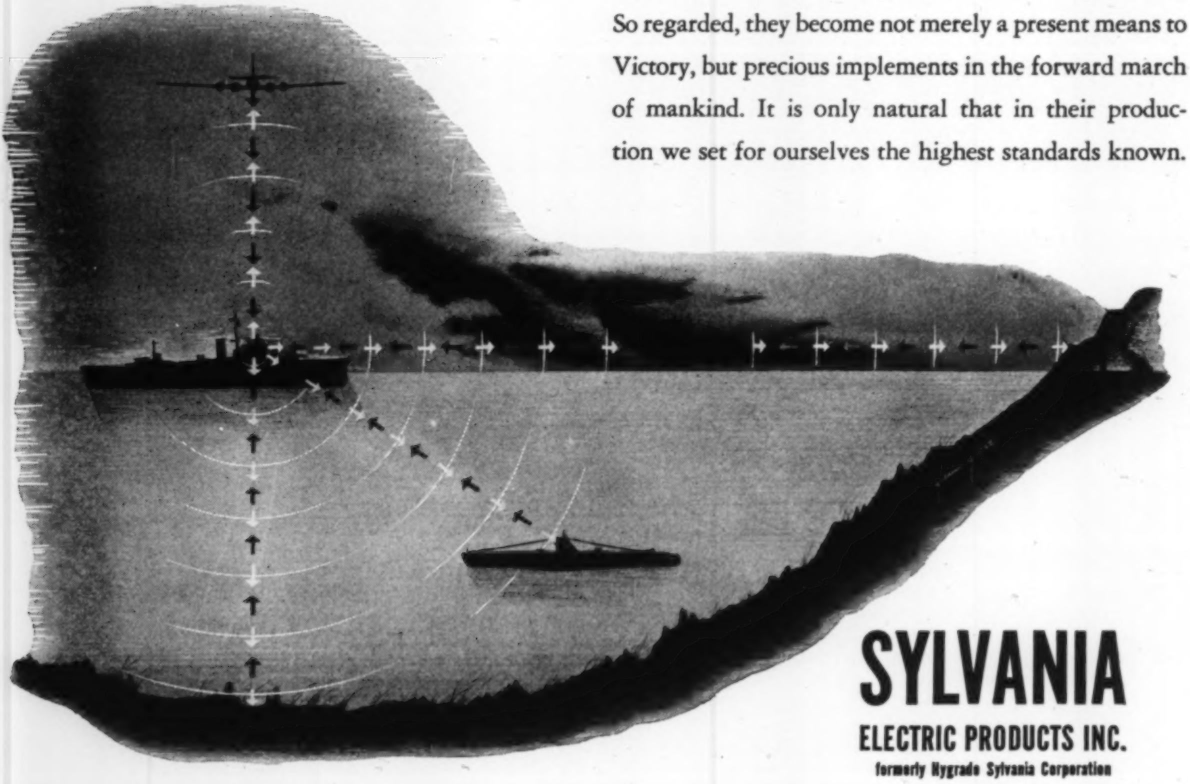
GENERAL ELECTRIC

160-82-6918

TELEVISION

Beyond Sight and Transcending Hearing

● Two of the simplest words in the English language make up the phrase, "I see." Yet in that phrase is wrapped up most of the progress man has made. It spells understanding – which, whether gained through eye or ear, is the key to all things good. It is the beginning of knowledge, the source of progress, the interpreter of beauty, the keystone of civilization. That is why the everyday things we build – radio and electronic tubes, incandescent lamps, fluorescent lamps and equipment – are to our mind more than they physically seem. They might be called the Means to the Future, since they enter areas beyond sight and transcending hearing. So regarded, they become not merely a present means to Victory, but precious implements in the forward march of mankind. It is only natural that in their production we set for ourselves the highest standards known.



SYLVANIA
ELECTRIC PRODUCTS INC.
formerly Hygrade Sylvania Corporation
Emporium, Pa.

Established 1901 . . . Makers of Incandescent Lamps, Fluorescent Lamps, Fixtures and Accessories, Radio Tubes and Electronic Devices

GOOD WARES DESERVE GOOD CARE. Sylvania Radio Tubes, Sylvania Incandescent Lamps and Sylvania Fluorescent Lamps and Equipment are all made to serve you well. But the first need of wartime is to save and conserve, both to free men and material for necessary wartime purposes and because of inescapable shortages. So take good care of your Sylvania products, not because they need coddling, but because they are good tubes and lamps, and deserve good handling. And also because you may find it less easy to lay hands on these top-quality products when replacement finally does become necessary.

SYLVANIA
SYLVANIA
40 W
DAYLIGHT

STANDARD IN MAINE

PRIORITY ON PORTLAND

CENTER OF MAINE'S

WAR-BOOMED SPENDING POWER

WCSH

NBC BASIC
PORTLAND

75% of Portland's Radio Families listen most at night-time to NBC-WCSH. The remaining 25% to all other networks and outlets.

56% of Portland's Radio Families listen most in day-time to NBC-WCSH. To the next ranking network 23%.

That's how NBC's "Tale of 412 Cities" tells the story

Here's more market data for your Maine files:

1. **67% of Maine's population resides within the WCSH service area.**
2. ***The population of the Greater Portland area has increased between 40% and 50% since the 1940 census.**
3. ****Portland retail sales increased 65% to 70% in 1942 over 1941 and are estimated due for an additional 15% increase this Spring.**

(* Estimate of publishers of Portland City Directory)
(**Report of the Babson Institute)

5000 WATTS

WCSH

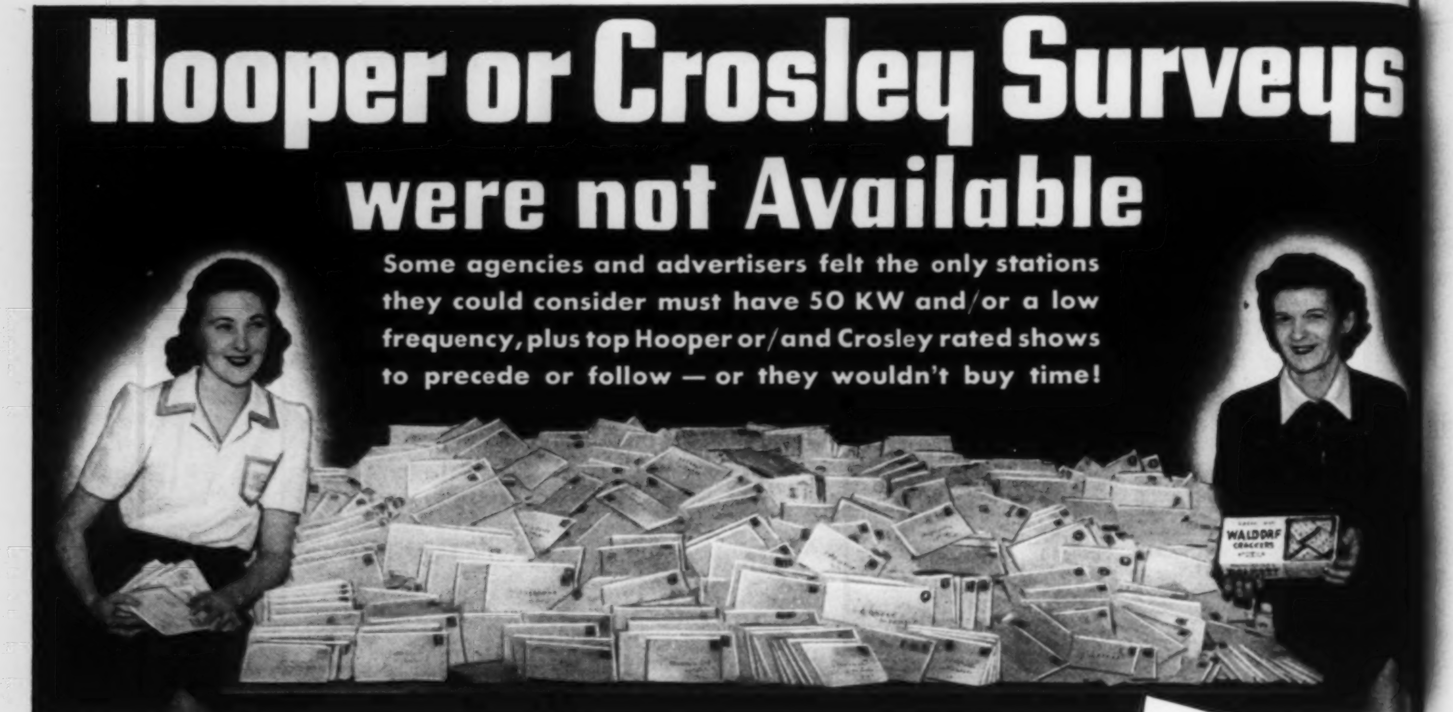
970 KILOCYCLES

PORTLAND, MAINE

Represented by
Weed and Company
Bertha Bannan (Boston)

Affiliated with
National Broadcasting Company (Basic)
New England Regional Network
Yankee Network

Hooper or Crosley Surveys were not Available

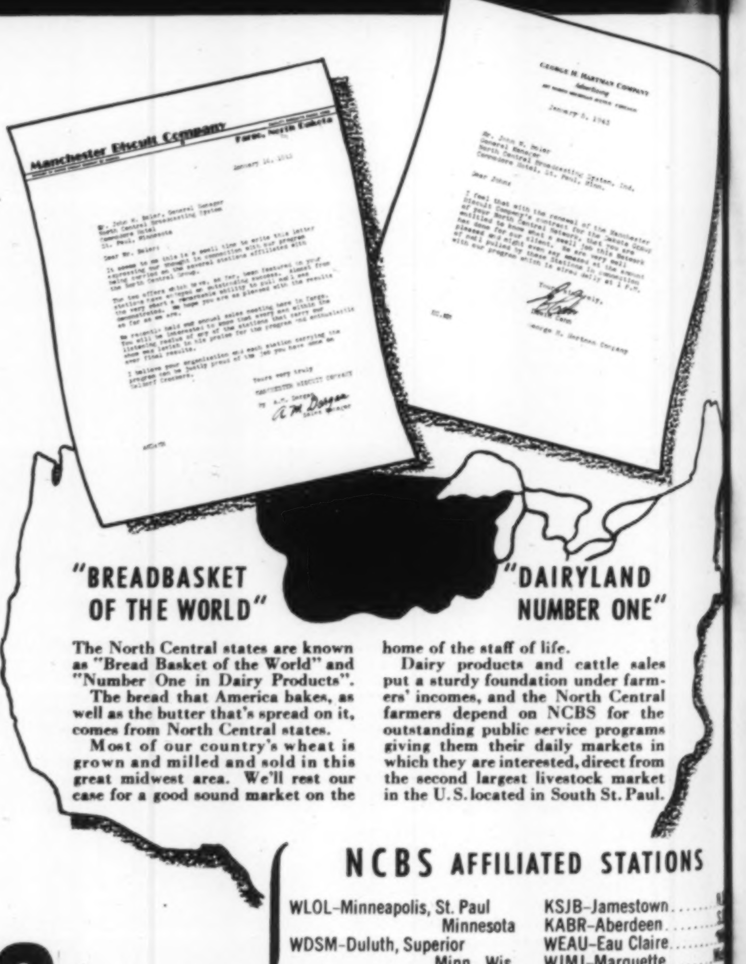


Some agencies and advertisers felt the only stations they could consider must have 50 KW and/or a low frequency, plus top Hooper or/and Crosley rated shows to precede or follow — or they wouldn't buy time!

Some agencies and advertisers, however, did buy and are enjoying the results of most successful campaigns and are well satisfied. Instead of surveys indicating potential audience, NCBS shows actual results in mail response, with box tops included, in enormous amounts. Instead of potential listeners, we offer buyers for your products, and that's what counts.

Seven NCBS stations pulled 39,976 pieces of mail for the Manchester Biscuit Company Cost 9/10 of one cent per letter. *IN EVERY LETTER THERE WAS A BOX TOP FROM A PACKAGE OF WALDORF CRACKERS.* We publish herein copies of letters from client and agency to confirm our boast. It proves beyond doubt that NCBS stations give the best results at the lowest cost per thousand radio homes.

Retail purchases in the North Central states last year	$2,186,631,000
Total population served by North Central stations	7,284,815
Total radio homes	1,571,203



Manchester Biscuit Company
Fargo, North Dakota
George H. Hartman Company

"BREADBASKET OF THE WORLD"

"DAIRYLAND NUMBER ONE"

The North Central states are known as "Bread Basket of the World" and "Number One in Dairy Products". The bread that America bakes, as well as the butter that's spread on it, comes from North Central states.

Most of our country's wheat is grown and milled and sold in this great midwest area. We'll rest our case for a good sound market on the home of the staff of life.

Dairy products and cattle sales put a sturdy foundation under farmers' incomes, and the North Central farmers depend on NCBS for the outstanding public service programs giving them their daily markets in which they are interested, direct from the second largest livestock market in the U. S. located in South St. Paul.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

JOHN W. BOLER, President

Commodore Hotel, St. Paul, Minnesota • La Salle-Wacker Building, Chicago, Illinois

NCBS AFFILIATED STATIONS

WLOL–Minneapolis, St. Paul Minnesota
WDSM–Duluth, Superior Minn., Wis.
KVOX–Fargo, Moorhead N.D., Minn.
KATE–Albert Lea, Austin. Minn.
KWNO–Winona . . . . Minn.
KGDE–Fergus Falls . . . . . . Minn.
KWLM–Willmar . . . . Minn.
KGCU–Bismarck, Mandan. N.D.
KLPM–Minot . . . . N.D.
KDLR–Devils Lake . . . . N.D.
KSJB–Jamestown . . . . . .
KABR–Aberdeen . . . . . .
WEAU–Eau Claire . . . . . .
WJMJ–Marquette . . . . . .
WDBC–Escanaba . . . . . .
KVFD–Fort Dodge . . . . . .
WATW–Ashland . . . . . .
WJMS–Ironwood . . . . . .
WHDF–Calumet-Houghton
WMFG–Hibbing . . . . . .
WHLB–Virginia . . . . . .
KILO–Grand Forks . . . . . .
WIBA–Madison . . . . . .

XUM

To sell
people
things today
...to keep
them sold for
TOMORROW

WEAF

TALKS TO 12%
OF THE NATION

50,000 WATTS
660 KILOCYCLES
NBC NETWORK
NEW YORK CITY

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIO

HUGH K. BOICE, JR.

COMMERCIAL MANAGER, WMBD, PEORIA

1933	Princeton University
1934	American Can Co.
1935	Benton & Bowles, Inc.
1936	National Sales Manager, Radio Station WNEW, New York
1938	Free & Peters, Inc., New York
1941	National Sales Manager, WMBD, Peoria
1943	Commercial Manager, WMBD

MAYBE this *does* sound like a double-jointed plug—but regardless of that, there's no better way to tell you how much we like and admire Hugh Boice than to tell you that from 1938 to 1941, Hugh was one of our own "F&P Colonels". Then WMBD got greedy and lured him away from us, which proved in this case at least that the customer is always right!—because Hugh would be a real acquisition in anybody's business!

At this point it seems advisable to say that we do not by any means court any more of such commercial cannibalism and that we wish to lose absolutely no more of our men, to *any* station whatsoever! But to us it does seem significant that Free & Peters men are probably the most sought-after sales-executives in the radio business—and that the very stations we represent are constantly after them too!!

Or is that nothing more than you'd *expect* to hear about the men who comprise this "pioneer group of radio-station representatives"?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
... IOWA ...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
... SOUTHEAST ...	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
... SOUTHWEST ...	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
... PACIFIC COAST ...	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *247 Park Ave.* Plaza 5-4131
SAN FRANCISCO: *111 Sutter* Sutter 4353
HOLLYWOOD: *1512 N. Gordon* Gladstone 3949
ATLANTA: *322 Palmer Bl* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 11 WASHINGTON, D. C., MARCH 15, 1943 $5.00 A YEAR—15c A COPY

NAB War Conference Slated April 27-29

hicago Selected; Name Speakers Promised

ADIO'S ANNUAL foregath- ring—a war conference in- ead of the customary con- ention—will be held April 7, 28 and 29 (Tuesday rough Thursday) at the Pal- er House in Chicago, under ans announced last Thurs- y by NAB President Nev- e Miller.

Devoid of customary embel- hments and competitions, e meeting will have only one eme—radio's war interest. adline speakers represent- Government agencies identified h the war effort will feature the iness sessions and luncheons, h roundtables, seminars and posiums on vital war topics to py virtually the entire agenda.

Attendance Limit Expected

Unlike past meetings, the con- tion will open on Tuesday rath- than Monday because of the ter holiday. It will run for days instead of 3 or 4—wind- up after luncheon on Thurs- y. The final day's session will e no regularly scheduled busi- meeting, but will be given over cleanup breakfast conferences to a luncheon, with some prom- t personage as the "curtain" aker.

Because of transportation diffi- ties convention attendance is not pected to reach previous peaks. ring the last two years, gross endance has totaled around 0. No limit is being placed on ndance of station men, though was felt that in many cases man- ement would not be disposed to d as large contingents as in t years. In addition to station ners and key executives, it was ught that commercial managers d probably war program direc- might attend in substantial bers.

There are prospects of a meet- with OWI radio officials, to ap- e war information broadcasts r the new allocation plan. The last meeting of OWI with its regional consultants was held in Washington in December.

"Radio's role in the war has been of such importance since the beginning that constant contact has been necessary between Government officials and station operators," said President Miller. "Even greater efforts are ahead, which demand perfect correlation and understanding. This can best be accomplished at a central meeting place, where Government officials can talk face to face with station operators, outlining and explaining all objectives."

Registration on Monday

Monday will be given over to preliminary registration. Pre-conference meetings also may be held that day of local, regional and clear channel groups, though no definite plans yet have been made. Because virtually all of the group organizations have been dormant for the last year or so, subsidiary meetings are not indicated now.

C. E. Arney Jr., NAB secretary-treasurer in charge of convention arrangements, said the agenda for the sessions would not be complete for about a fortnight. Under the tentative plans, the first business session will be held Tuesday morning, probably with roundtable discussions on various war topics that evening. Wednesday, breakfast sessions will be given over to roundtables, a practice begun several years ago and which has worked effectively. It permits broadcasters to attend discussions in which they are primarily interested, on a question-answer basis with Government officials identified with specific operations.

By-Laws Changes Up

At the afternoon session Wednesday, election of directors at large, two each for large, medium and small stations, will take place. Also to be designated are network directors. Only NBC and CBS now hold NAB membership, though there are indications that both BLUE and Mutual may join the Association prior to the meeting. Each member network is entitled to designate one director.

Several minor changes in by-laws also will be considered and voted. One has to do with the method of electing directors at large, a second involves redistricting, under which Maryland would be shifted from the fourth to the third district, and the third deals with academic amendment of bylaws eliminating the term "executive committee", which is no longer existent.

Thursday morning will be given over to roundtable discussions, with no general business meeting. Following the luncheon, the conference will adjourn. The customary banquet is dispensed with, as is the golf tournament.

The luncheon speakers will highlight the convention. It is presumed that FCC Chairman James Lawrence Fly will be invited to address one of the sessions. An outstanding personage, not necessarily identified with Government or radio, will be invited for an inspirational talk at one of the luncheons.

District Meetings Set

Following the sine die adjournment, the new board of directors will meet Thursday afternoon. Thus far, only two changes on the board have occurred at district meeting elections. There may be changes in directors at large, however. At two district meetings to be held later this month, new district directors are to be designated. The 5th District (Alabama, Florida, Georgia, Puerto Rico) meets March 20 at the George Washington Hotel, Jacksonville, at the call of Director Frank King, WMBR, Jacksonville. The 3rd district (Delaware, Pennsylvania) meets at the Benjamin Franklin Hotel, Philadelphia, March 22, at the call of Isaac D. Levy, WCAU, Philadelphia, district director.

New District directors elected at past meetings, who take office April 29, are Nathan Lord, WAVE, Louisville, who succeeds J. Harold Ryan, Assistant Director of Censorship (Fort Industry Co.), as

Post-War Plan Fails to Give Direct Consideration to Radio

ALTHOUGH President Roosevelt's National Resources Planning Board last week submitted to Congress its detailed blueprint for adjustment of America's economic system to post-war problems, the planners had nothing to say about commercial broadcasting, the press, or the functions of advertising.

Radio Mention Important

By inference however, the report pictured a new era of close Government supervision of public services as part of such a plan. This was softened to a degree by expression of the hope that tax systems would be readjusted and "measures taken to eliminate avoidable uncertainties" and needless burdens affecting enterprise and their administration.

The only direct reference to broadcasting, one which connoted an increasing Government interest in what goes on the air, appeared in a section devoted to the education system of the future. That system, the report said, requires that "correspondence study, forums and educational broadcasting, both a part of the extension services of schools and colleges and under other auspices, should be expanded."

Despite the fact that the report contained this single reference to radio, it appeared destined to be of great importance to the industry, since nationwide discussion is likely to suggest heavy discussion via radio.

The Planning Board in general, would rely on the nation's free enterprise system after the war, but strict enforcement of anti-trust laws, and Government participation in utilities, defense industries, and those involving scarce materials would be sanctioned. In addition, a "cradle-to-grave" social security system, financed by employer-workers contributions, was suggested.

Would Stabilize Income

Proposing "a new Bill of Rights" incorporating the Four Freedoms, the report asserted the Board believes it should be the declared policy of the Government to guarantee "the right to live in a system of free enterprise, free from compulsory labor, irresponsible private

(*Continued on page 44*)

District 7 director; and Leslie C. Johnson, WHBF, Rock Island, who succeeds Edgar L. Bill, WMBD, Peoria, as District 9 director.

In addition to station membership, 19 associate members, representing allied industries, are expected to attend the convention. Provisions will be made for any stations or other accredited organizations to exhibit war effort presentations or related material. There will be no sales promotion exhibits, as in the past.

Displays To Be Curtailed

NAB's membership aggregates 514, including 490 standard stations, three FM stations, two nationwide networks, and 19 associates.

In the light of the times, it is not expected there will be elaborate exhibits by companies doing business with broadcasting. Difficulties of transportation also effect this. But there may be displays relating primarily to postwar broadcasting developments which can be revealed.

NAB Chicago stations will be hosts. At a luncheon in Chicago last week to set up preliminary conference details, the following were present: W. E. Hutchinson, WAAF; R. S. Peterson, WENR; Charles M. Freeman, WLS; Harry Templeton, WLS; J. L. Van Volkenburg, WBBM-CBS; Leslie C. Johnson, WHBF, Rock Island; A W. Kaney, WMAQ-NBC; Robert E. Bausman, WISH, Indianapolis; Milton M. Blink, Standard Radio Inc.; Howard Lane, CBS; William Knodle, Free & Peters, and Gale Blocki, John Blair & Co.

PEABODY TO HEAD WAR LOAN DRIVE

STUART PEABODY, advertising director of The Borden Co., New York, and former chairman of the board of the Assn. of National Advertisers, has joined the Treasury Dept. as advertising specialist in charge of promotion for the Second War Loan Drive, Secretary Morgenthau announced last Thursday.

Mr. Peabody will assist William M. Robbins, General Foods vice-president, who has accepted overall direction of Treasury Bond selling activities [BROADCASTING, March 8]. According to the announcement, he will remain with the Treasury for the duration of the drive, probably about two months.

At the Treasury, it is expected Mr. Peabody will coordinate advertising activities of the War Savings Staff and the Victory Fund Committee. Last week-end, both he and Mr. Robbins discussed plans with the Advertising Counsel in New York.

A firm believer in radio, which he says "has probably greater penetration than any other single medium," Mr. Peabody has used every form of it—network, transcriptions, spot and local—for Borden. He is also a former chairman of the ANA Radio Committee.

WPB Studies Plan to Check Farm Radio Battery Shortage

New Production Now Declared Necessary Due to Growing Needs of the Huge Rural Audience

A PROGRAM to head off a shortage of farm radio batteries is now being completed by the WPB Office of Civilian Supply, it was learned last week, and officials expressed hope that it will be possible to maintain rural radio on a "reasonably efficient" basis.

Some inconvenience for farm set users had been predicted by the WPB several months ago, when the Office of Civilian Supply issued a report that a battery shortage existed and that farmers would have to conserve their equipment.

Production Needed

This shortage situation, it has since developed, has gone beyond a stage where conservation of batteries offers a solution, and actual new production is now necessary. At a meeting of the Battery Advisory Committee in Washington last Wednesday, officials of the Government departments interested in the material stockpiles involved agreed that action was desirable.

Reports of a shortage of batteries had been current since late January when NAB asked news about local battery situations. In mid-February, Rep. Stefan (R-Neb.), former commentator of WJAG, Norfolk, Neb., warned Congress that hundreds of sets in his district were already crippled [BROADCASTING, Feb. 15].

First detailed reports on the battery shortage were submitted to the Dept. of Agriculture by Sam Schneider, farm editor of KVOO, Tulsa. His letter to Wallace Kadderly, chief of radio service for Agriculture, resulted in surveys by state war boards in nine scattered rural states.

Other surveys were conducted by radio stations, including WHAS, Louisville; WHO, Des Moines, and WMT, Cedar Rapids. WHAS sent a representative to Washington to confer with the Agriculture Dept.

Material gathered by NAB and the Dept. of Agriculture was later presented to the WPB, with warning that continuation of radio service to farmers was vital to the Government information machinery. Rep. Stefan said that "Government departments and the entire war effort would be the loser." He pointed to radio's work in informing farmers of Agriculture Dept. plans, and of bringing war news and OWI material to isolated areas.

Production Problem

WPB officials admitted that battery production had been held at 53% of the 1941 rate as a result of military demands on zinc. Even this 53% did not present a true picture, they said, since demand has increased. They estimate they are now able to meet only 30 to 35% of battery orders.

To authorize increased production of batteries, WPB must first draw up a program in its office of Civilian Supply. This program must have the general concurrence of the Consumer Durable Goods Division, which would have charge of production. Civilian Supply and Consumer's Durable Goods then meet with the Requirements Committee, which has authority to recommend actual production of the batteries.

Since all offices concerned are in agreement on the need for more batteries, officials express hope that the actual program may be expedited and that measures for relieving the situation will be taken shortly.

Goodrich 6:55 News

TITLE of the B. F. Goodrich Co., CBS series starting March 15 on 116 stations is *Meaning of the News*, as reported by Joseph C. Harsch, foreign correspondent. Heard five times weekly 6:55-7 p.m., the institutional series will have repeat broadcasts at 11:55 p.m. Monday, Wednesday and Friday, at 12:25 a.m. Wednesday morning, at 12:55 a.m. Fridays. Agency is BBDO, New York.

Grove Labs. Is Placing For Big Summer Drive

GROVE LABS., St. Louis, in a concentrated summer major-market promotional drive on Daily Vitamins, is extending commitments on a 52-week basis for news programs on approximately 40 stations, and starting about March 29, is realigning its schedule on over 100 stations that have been carrying announcements for cold tablets and vitamins through the fall and winter. The revised contracts were placed through June Rollinson, timebuyer of Russel M. Seeds Co., Chicago.

The Grove contracts on NBC owned and operated stations are in excess of $250,000, according to NBC, and are the largest single order received by Central Division NBC Spot Sales. Meanwhile, Beaumont Labs., St. Louis, a Grove subsidiary, is testing undisclosed markets for Grove 4-Way Vitamins through H. W. Kastor & Sons, Chicago.

Additional Operas

TEXAS Co., New York, sponsor of the Saturday afternoon *Metropolitan Opera* broadcasts on the BLUE, has made arrangements to cover the five extra performances which the Metropolitan Opera Co. will present this season in answer to public demand, extending the winter season for the first time in its history. First of the extra operas will be heard March 20. Texas agency is Buchanan & Co., New York.

PLACE OF WEST COAST in
post-war development domin
discussion when key radio and
vertising executives honored Br
Barton (right), president
BBDO, at a Los Angeles lunch
staged during early March. W
him is Sidney N. Strotz, N
Western division vice-presid
Mr. Barton was in Southern Ca
fornia for conferences with Ja
Smalley and W. B. (Doc) Geis
ger, managers of the Hollyw
and Los Angeles offices respecti
ly, of BBDO.

FTC Net Discou
Probe Nearing En

Voluminous Data Is Studie
Decision Expected Shortly

A YEAR-OLD study of disco
and rebate policies of the four m
jor networks is now before t
Federal Trade Commission f
final consideration, it was lear
last week from a reliable sour
and a decision on the investigati
will be issued shortly.

The Commission, handed a c
plex volume of information ab
the networks' rebate structures
March 6, devoted several sessi
to the data last week, it w
learned. Because the network i
vestigation has received consi
able attention in the press and
Congress, the Commissioners a
reported eager to dispose of it.

Urged a Year Ago

The FTC probe was discl
officially several weeks ago, wh
Rep. Wigglesworth (R-Mass.), i
quired about it at House App
priation subcommittee hearings
FTC funds in the Independent O
fices Bill. At that time, it was st
ed that the inquiry had been urg
by Rep. Wigglesworth a year ag
[BROADCASTING, Feb. 15].

Progress of the inquiry was h
dicapped, Commissioner Ewin
Davis told the House Committ
when the broadcasters at fi
challenged jurisdiction of the FT
This was later settled, he sa
and since then Samuel Willia
the Commission's chief investi
tor, has had free access to n
work books.

Curtiss Candy Series

CURTISS CANDY Co., Chica
on March 14 started a Sund
morning quarter-hour progra
Greetings From Your Boy,
WGN, Chicago. Program, cond
ed by Mark Love, features mes
sages from servicemen to the
families. Agency is C. L. Mill
Co., Chicago.

tlantic Signs War Baseball Schedule

aboard Stations Will Carry Play-by-Play Broadcasts

'PLAY BALL' IN Pittsburgh this year will mean resumption of Atlantic Refining baseball broadcasts in Western Pennsylvania as a result of this conference of baseball, agency, advertising and radio executives. At the contract signing are (seated, l to r): James Boor, Atlantic Refining Western Pa. division manager; William R. Benswanger, president of the Pirates; Joseph R. Rollins, Atlantic advertising manager; and standing: Wallace Orr, N. W. Ayer & Son, Philadelphia, agency in charge; Frank R. Smith Jr., president of WWSW, Pittsburgh; W. B. McConnell, Atlantic Western Pa. division promotion manager. Under the contract, WWSW is the key of the Atlantic Baseball Network including stations in Uniontown, Butler, DuBois, Johnstown, Washington and Altoona.

ANTIC REFINING Co., heavy sor of sports events on the ern Seaboard, again will carry hedule of professional baseball es. With the major and minor gues ready to carry on under a time setup, Atlantic has ar- ged play-by-play broadcasts r a hookup in Pennsylvania and stations up and down the Sea- rd.

Already completed are arrange- nts for games of the Philadel- a Athletics and Phillies, the tsburgh Pirates and the Balti- re Orioles, according to N. W. er & Son, Philadelphia, the At- tic agency. Atlantic is conduct- negotiations with other clubs l expects to announce final ar- gements within a fortnight.

Eastern League Pending

Last year Atlantic sponsored e 2,000 games on 50 stations, th over 8,500 stations devoted to e reports. This year, as in the t, Atlantic will devote broadcast s reports during game breaks thout interfering with game de- iptions. Most of the commercial rt will be devoted to Govern- t messages.

Pending a meeting of Eastern gue officials March 14, Atlantic thheld negotiations for coverage games played by Scranton and ikes-Barre. Final contract be- en Atlantic and the Pirates for adcast of all home and away es was signed March 9 at a eting in Pittsburgh. The Pirates' es will be heard on a hookup stations in Western Pennsyl- ia, with FM transmission to tions in the chain.

Arranging final negotiations in tsburgh were William Ben- nger, president of the Pirates; eph R. Rollins, Atlantic adver- ing manager, B. M. Boor and ce McConnell, of Atlantic; W. llace Orr, Les Quailey and omas McDermott, representing W. Ayer & Son; Rosey Rows- ll, WWSW, Pittsburgh, and sta- n managers.

Originating station for the Pitts- rgh program will be WWSW. M will be used to pick up play- play description from W47P, ned and operated by WWSW, d thus carry it to WISR, Butler, d WJPA, Washington, Pa. Other tions on this network are WFBG, toona; WCEC, DuBois; WERC, ie; WJAC, Johnstown; WKST, w Castle; WMBS, Uniontown.

No Sunday games will be broad- st but there will be a 15-minute me over these same stations at 15 p.m. each Sunday. Broadcast Baltimore Oriole games will be rd on WITH.

Commenting on plans for the 43 series Mr. Rollins said:

"This is the eighth consecutive year Atlantic has sponsored a program of sports broadcasting. From the standpoint of upholding public morale and furnishing important information, we feel that such a program ties in with the war effort.

"As we did last year, we plan to devote the greater portion of our commercial time to Government messages, news reports and information on conditions in the petroleum industry in general which will enable listeners to use their automobiles and heating equipment intelligently. In view of the fact that these announcements will not interfere with the description of the games, they will add to the value of these broadcasts to local stations on these networks and will enable us to perform a useful public service."

Philadelphia Plans

Atlantic games in Philadelphia will originate from station WIBG, and will be relayed to WSAN, Allentown; WFPG, Atlantic City; WEST, Easton; WKBO, Harrisburg; WAZL, Hazleton; WGAL, Lancaster; WEEU, Reading; WBOC, Salisbury, Md.; WKOK, Sunbury; WRAK, Willamsport; WILM, Wilmington, Del.; WORK, York,

Schedule for the Athletics and the Phillies includes all home games played by the clubs, with 28 night contests. Details are to be completed March 16 at a luncheon meeting in the Racquet Club, Philadelphia, at which the station managers, Atlantic officials, Connie Mack and William D. Cox, owners of the clubs, will be present.

N. W. Ayer, handling the Atlantic baseball program, announced that, unlike last season, the company will be sole sponsor of the Pittsburgh and Baltimore series, and of time on the originating Philadelphia station, each of which were divided last season with another sponsor.

Commentators known to stay-at-home fans again will broadcast play-by-play description. As last year, the announcer in Philadelphia will be Byrum Saam, assisted by Roy Neal. In Pittsburgh, Rosey Rowswell will again announce the games, with the assistance of Jack Craddock. The announcer in Baltimore will be Bill Dyer.

L. A. Radio Fee Killed

REJECTING proposal to levy a license fee on local radio stations, Los Angeles City Council, following adverse recommendations of its Ways & Means Committee, adopted a motion that the City Attorney's opinion be asked on the right to impose such a tax. License proposal, made by Councilman Roy Hampton some three weeks ago, would have required a $100 fee quarterly on $15,000 or less gross revenue, plus $1 for each additional $1,000. Pointing out that such a license fee might "develop into a racket", investigating committee stated it couldn't consistently tax a radio station without levying a similar tax on newspapers. City Council long ago had adopted a non-tax policy in regard to the medium.

Radio Timebuyers Forecast Upswing In Spot Business

Advertising Expansion Trend Would Benefit Secondaries

AN UPTURN in national spot business, benefiting primarily the secondary stations in major markets and the stations in secondary markets, is predicted by timebuyers of advertising agencies who believe that the increased expenditures by national advertisers may go far toward alleviating the loss of local business which formerly accounted for a large part of these stations' income.

Curtailment of publication space resulting from paper rationing has already evoked an appreciable amount of interest in radio from advertisers who were previously completely publication minded, the timebuyers say, while few veteran users of broadcasting are relinquishing their places on the air. Companies whose advertising in pre-war days was confined to trade and industrial publications are now using general media as well, chiefly for service advertising devoted largely to explaining some phase of the Government's war effort.

Full Net Plan Helps

Some of this new radio business would naturally go spot; other advertisers turn to spot after finding no network time available that suits their purposes. Increased network business and enlarged networks also leave less time available on the major stations in major markets, affording new opportunities for smaller stations. Sometimes the lower rates of these outlets encourage a greater program or announcement frequency; other advertisers are buying time on several small stations in place of one highpowered outlet.

The full network plans, offering extra inducements to advertisers utilizing all the affiliates of a network, have resulted in the placement of many major network shows on stations which formerly were not included in advertisers' schedules. These programs build the stations' audiences and the time adjoining becomes more desirable for use in national announcement campaigns.

Some timebuyers report that while this trend may materialize they have seen no indications of it as yet. Others state with equal emphasis that they are already buying time for their clients on stations which a year ago would not have been included, and that they expect further expansion before the year is over.

American Crayon Tests

AMERICAN CRAYON Co., Sandusky, O. (children's story book), is testing a thrice-weekly quarter-hour children's program on WMAQ, Chicago, featuring Malcolm Claire as Uncle Mal. Contract for 13 weeks was placed by Triangle Agency, Chicago.

Domestic Branch Revamped at OWI

Kane's Bureau Is Abolished; Eugene Katz Transferred

REORGANIZATION of the Office of War Information Domestic Branch, announced last week by OWI Director Elmer Davis, resulted in abolition of the Bureau of Intelligence headed by R. Keith Kane. Although no mention was made of Mr. Kane's status in the official release, it was reported that he no longer is with the OWI.

Eugene Katz, head of the Katz Agency, New York, who has been on loan to the OWI Bureau of Intelligence, has been transferred to the Overseas Division. Dr. Lyman Bryson, moderator of the CBS *People's Platform* and former chief of the Bureau of Special Services, has been replaced as Bureau head by Katherine C. Blackburn, although Dr. Bryson continues as special advisor to the director. Miss Blackburn had been associate director of the Bureau.

Field Personnel Out

Gardner Cowles Jr., Des Moines publisher and broadcaster, chief of the Domestic Branch, said: "The reorganization represents an effort to gear ourselves up better to what is primarily our job of helping radio, the press and other media to get out the news of the war and the information the people at home need to win it."

The Bureau of Special Services takes over some of the functions of the intelligence section, although it was understood that field intelligence personnel no longer would be required. The official announcement said activities in the intelligence field would be cut in half.

The new setup finds James Allen and William B. Lewis, former chief of the Radio Bureau, right-hand men to Mr. Cowles. Mr. Lewis, who was promoted last January [BROADCASTING, Jan. 25], will supervise the Bureaus of Program Coordination, headed by H. Andrew Dudley; Radio, which Donald D. Stauffer, vice-president in charge of radio of Ruthrauff & Ryan, New York, was to take over March 15 [BROADCASTING, March 1]; Motion Pictures, of which Lowell Mellett is chief, and Graphics and Printing, headed by Lt. Com. Price Gilbert, on loan from the Navy.

Functions of the Bureau of Publications and Graphics have been split, with Com. Gilbert in charge of the one and the Bureau of Publications still without a chief. Under direction of Mr. Allen are the Bureaus of News, Publications and Special Services. Elmo C. Wilson continues in charge of the surveys division of Miss Blackburn's bureau.

Two other promotions were announced. John R. Fleming, former chief of the Bureau of Publications & Graphics, has been appointed Special Deputy Director and A. H. Feller, deputy, has been made General Counsel for OWI.

Congress Prepares for All-Out Probes Of FCC, Other Agencies of Government

A SORT of calm-before-the-storm atmosphere prevailed in Washington last week as a half-dozen Congressional committees evolved plans for inquiries and hearings aimed at "bureaucracy" in Government and with the FCC on the list of agencies to be closely scrutinized. In the wake of introduction of the White-Wheeler Bill (S-814) March 2 [BROADCASTING, March 8], word emanated from Capitol Hill that hearings both on this measure and on the pending Holmes Bill (HR-1490) to reorganize the FCC are in the offing.

Garey Goes to Work

A subcommittee of the House Interstate & Foreign Commerce Committee will be named shortly, probably of 9 or 11 men, and likely to be headed by Rep. Bulwinkle (D-N. C.), high-ranking member of the full Committee. Chairman Lea (D-Cal.) has indicated that further hearings may be held, supplementing the testimony taken last year on the original Sanders Bill geared toward the same end.

Meanwhile, the House Select Committee headed by Rep Cox (D-Ga.) to inquire into the FCC as an independent project was readying plans for start of the hearing. Eugene L. Garey, New York attorney who heads the legal and investigating staff, and his chief assistant, Fred R. Walker, were in Washington last week gathering data for the start of this study, for which an initial $60,000 fund has been appropriated.

No announcements have been forthcoming from the Committee or counsel regarding the starting date, but it was expected that it might get underway by mid-April. This inquiry will cover FCC activities from its start in 1934 and will delve into policy considerations, personnel and, in fact, overall Commission operations.

Other probes destined to touch FCC operations include the House

(*Continued on page 45*)

Psychological Warfare Work Ordered Placed Under OWI

Activity in Occupied Countries and Combat Areas Taken Over Except in Central and South America

PSYCHOLOGICAL Warfare in foreign fields, heretofore the subject of controversy between Col. William J. (Wild Bill) Donovan and Elmer Davis, was transferred last week by President Roosevelt from Col. Donovan's Office of Strategic Services to the Office of War Information headed by Mr. Davis.

Under the Executive Order, issued Tuesday, the OWI will "plan, develop and execute all phases of the Federal program of radio, press, publication and related foreign propaganda activities involving the dissemination of information." The OWI will take over propaganda work in various occupied countries and combat areas, but will function under supervision of the Army and Navy in theatres of military operations.

OWI Trains Personnel

Authority, functions and duties of the OWI, however, will not include the "Western Hemisphere, exclusive of the United States and Canada". This means that the Office of the Coordinator of Inter-American Affairs, under Nelson A. Rockefeller, will continue to handle propaganda to all South and Latin American countries. President Roosevelt directed that his Executive Order of June 13, 1942, setting up the OSS be modified "to the extent necessary to make this order effective."

Meanwhile the OWI Overseas Branch, in charge of Robert Sherwood, this week is expected to begin classes simulating actual field conditions for members assigned to posts abroad to carry on psychological warfare under the President's order.

Using a portion of the Marshall Field estate, Huntington, L. I., New York, which was leased to the Government for $1, the OWI plans a series of 30-day intensive courses to teach foreign outpost personnel the technical aspects of radio, press and other information activities in the field.

The school's curriculum will concentrate on technical aspects of distributing information under adverse conditions comparable to those of military operations theatres. The course will include practice and instruction in listening to and transcribing shortwave newscasts of the OWI, preparation of radio programs and special leaflets in various foreign languages, coding and decoding, radio-photo work, cutting and editing newsreels and operating portable printing and mimeographing equipment.

All persons assigned to overseas posts have been given intensive training at the OWI headquarters in Washington as to handling psychological warfare. The month's course at the Field estate is designed to toughen them and make them ready to face any conditions. Men returned from actual combat zones will teach the courses.

Text of the Executive Order transferring psychological warfare to the OWI follows:

Under and by virtue of the authority vested in me by Title I of the First War Powers Act, 1941, approved Dec. 18, 1941 (Public Law 354—77th Congress), and as Commander-in-Chief of the Army and Navy and as President of the United States, it is hereby ordered as follows:

1. The Office of War Informatio will plan, develop, and execute all phases of the federal program of radio, press, publication, and related foreign propaganda activities involving the dissemination of information. The program for foreign propaganda in areas of actual or projected military operations will be coordinated with military plans through the planning agencies of the War and Navy Departments, and shall be subject to the approval of the Joint Chiefs of Staff.

Parts of the foreign propaganda program which are to be executed in a theatre of military operations will be subject to the control of the theatre commander. The authority, functions and duties of the Office of War Information shall not extend to the Western Hemisphere, exclusive of the United States and Canada.

2. The military order of June 13, 1942, establishing the Office of Strategic Services, is hereby modified to the extent necessary to make this order effective.

Restraint Orde Granted Netwo

Supreme Court Rule Pe Delays in Monopoly Ord

IRRESPECTIVE of the Su Court's decision in the highly troverted network monopoly tion, there will be a hiatus all for necessary readjustments, veloped last Friday when the est tribunal granted the NBC CBS motions for temporary straining orders.

In an unusual action, the announced:

"The motion for a temporary straining order in each case (and CBS appeals) is granted the stay entered by the Di Court is continued until 10 after the filing in the Di Court of this court's mandate decision of the appeals."

Argument Heard

The cases entered their phase Feb. 12 when four hours argument were heard by the preme Court. The appeals from the decision of the statu three-judge court in New York fall, holding that the FCC has isdiction to regulate contrac arrangements between netw and affiliates. The primary iss the authority of the FCC to time options and exclusive netw affiliations.

If the Supreme Court does decide the case today (March it will go over for three we The court will not have another cision day until April 5 .

Reynolds to WTTM

CONTINUING his position general manager of WKW Wheeling, W. Va., John B. R olds, former assistant secretary the FCC, has joined WTTM, Tr ton, N. J., as assistant gene manager. Announcement of the pointement was made by Rep. E mer H. Wene (D-N. J.), part owner of WTTM. Mr. Reynolds will assist A. Harry Zoog, vice president and manager of WTTM on matters relating to personnel program production and sales. He is half owner of WKWK.

XUM

Equipment for Combat

TO see in the dark and to see at a greater distance …to push back the clouds and fogs of ignorance has been since the beginning of time one of man's greatest aspirations.

Spurred by war, the scientific laboratories of the nation are making tremendous strides toward meeting this aspiration.

In every branch of the services our fighting men are now armed with electrical devices which enable them to pierce the black of night, the depths of the ocean and the clouded skies. Already much of our success over our enemies on land, sea and in the air has been achieved through the use of these "electrical cats."

The peacetime possibilities of these devices which pierce the darkness are limitless.

In the very forefront in the design and manufacture of these developments stand Western Electric and its engineering organization, the Bell Telephone Laboratories.

Western Electric

ARSENAL OF COMMUNICATIONS EQUIPMENT.

ARMY E NAVY

NAB Sales Managers Group Plans Aid to Small Stations

Exchange of Selling Ideas, Potential Markets Set Up; Retail Promotion Plan Approved

A PLAN of immediate action to assist the smaller station operators in combating the adverse effects of the war by keeping them continuously informed of methods and sources of new business was formulated by the NAB Sales Managers Executive Committee, which met last Tuesday and Wednesday at the New York office of the NAB with John M. Outler Jr., WSB, Atlanta, presiding as chairman.

As one of the industry's most pressing problems, the matter of giving practical assistance to the small stations was given first place on the group's agenda. Following an all-morning discussion the committee decided on two immediate steps:

Ideas Exchange Adopted

First, to appoint all members of the NAB sales managers general committee as partners in a working exchange of sales ideas and information, with the definite responsibility of forwarding to Lew Avery, director of the NAB Department of Broadcast Advertising, details of any plan which has succeeded in producing new business for themselves or any other broadcasters in their committee.

Second, to have Mr. Avery issue a case history book of material on where and how to look for new business and to augment this book with frequent releases of new information. These supplementary releases will be issued as rapidly as the information is received by NAB, it was stated.

After hearing Paul W. Morency, WTIC, Hartford, outline progress made to date by the Retail Promotion Committee, of which he is chairman, the sales managers group adopted a resolution urging that production of the retail plan be started as soon as possible. Group also approved continued publication of NAB reports exposing free time chiseling deals.

No Action on Way Plan

Sales managers' committee also approved the revised station coverage recommendations and sent them to the NAB research committee for final action and submission to the industry. Revised recommendations read: "Defined as the physical limits of the area served; as demonstrated by actual listening; substantiated by evidence of the deliverance of signal; and interpreted in terms of market data, consisting of population, number of families, radio families and selected retail sales data. The two measurements involved in the method are signal strength measurement and audience mail analysis."

Committee discussed plans for participation in the forthcoming NAB war conference, which will be based on the thesis that sales are needed now as never before to sustain the American system of broadcasting. The Declaration of Independence for Broadcasters, proposed by William B. Way, general manager, KVOO, Tulsa, also was discussed, but no action was taken. Meeting was attended by the full Sales Managers Executive Committee, including in addition to Messrs. Outler and Avery, Frank R. Bowes, WBZ, Boston; Donald D. Davis, WHB, Kansas City; Dietrich Dirks, KTRI, Sioux City; George H. Frey, NBC New York; Arthur Hull Hayes, CBS New York; William Malo, WDRC, Hartford.

AFRA Checks OWI

EXECUTIVES of the New York local of the American Federation of Radio Artists are conferring with members currently employed in broadcasting Government messages abroad for the Office of War Information over the establishment of a union committee to deal with OWI officials on working conditions. AFRA says that no issues have arisen but that its members, comprising most of the OWI radio talent, want machinery set up to handle any grievances that may arise, similar to the grievance committee in other broadcasting organizations.

GOOD SPORTS are these three who clinched the deal whereby Ty Tyson's *Sports Review* on WWJ, Detroit, is sponsored Tuesdays and Thursdays, 6:30-6:40 p.m., by Dossin's Food Products, Pepsi-Cola bottlers with plants in Detroit, Grand Rapids and Toledo. Walter J. Dossin, firm president, got the okay from Lawrence J. Michelson (left), partner of Simons-Michelson Co., Detroit, agency handling the account, and the sports maestro himself as he signed the contract which started the Pepsi-Cola series March 9.

Betty Moore's 200,000

RETURNING to the BLUE for her seasonal program on interior decoration sponsored by Benjamin Moore & Co., New York paint firm, Betty Moore celebrated her 393d broadcast with the start of this year's series. There are 200,000 members of the "Betty Moore Triangle Club", composed of listeners who have written for advice on decorating problems. Account is handled direct.

Morency Calls Meeting for March 29 To Put Retail Promotion Plan in Motion

IMMEDIATE production of the NAB Retail Promotion Plan to encourage more retailers to take advantage of radio as an advertising medium will be taken up March 29 in New York, when the full NAB Retail Promotion Committee meets with subcommittees of promotion men and others.

Called by Paul W. Morency, general manager of WTIC, Hartford, Committee chairman, the March 29 session is to determine methods of putting the Retail Plan into immediate production, although the sum pledged by broadcasters to carry out the program has fallen short. At a two-day meeting last week the NAB Sales Managers Executive Committee adopted a resolution urging immediate production of the Retail Promotion Plan.

Meeting Called by Wire

Following the sales managers action Chairman Morency last Wednesday sent this telegram to all members:

"With a third of our necessary funds still unpledged, I met yesterday with the Sales Managers Executive Committee in the opinion that we ought now to start production on the Retail Promotion Committee Plan. I am calling a full Committee meeting on March 29 in New York to discuss and arrive at that decision. In attendance also will be subcommittees of promotion men and others. Urge your attendance but if impractical will you wire giving me your proxy. Please wire reply."

Committee, in addition to Chairman Morency, includes: Dietrich Dirks, KTRI, Sioux City; Sherman D. Gregory, WEAF, New York; Arthur Hull Hayes, WABC, New York; Walter Johnson, WTIC, Hartford; John M. Outler Jr., WSB, Atlanta; Robert E. Bausman, WISH, Indianapolis; Gene L. Cagle, Texas State Network; Kenneth K. Hackathorn, WHK-WCLE, Cleveland; C. L. McCarthy, KQW, San Francisco; Oliver Runchey, KOL, Seattle, and John Esau, KTUL, Tulsa. Mr. Esau was made a member of the committee to fill the vacancy caused by the death of William C. Gillespie, whom Mr. Esau also succeeded as general manager of KTUL.

Educators to U All Nets for Me

Programs March 17-28 In Place of Convention

THE FOUR major networks h each allotted special time fr March 17 to the 28 to the ann meeting of the American Assn. School Administrators, which cancelling its convention because transportation difficulties and meeting via radio [BROADCASTI March 8].

First two programs will be CBS March 17 when Capt. Ed Rickenbacker, Col. H. C. Adams and Roy Chapman Andrews spe on the *School of the Air of t Americas*, and a special progr is heard 4:45-5 p.m. on "Teache and the War." March 18, Leop Stokowski, conductor of the NB Symphony Orchestra, will addre the school administrators on "R dio as a Music Educator" duri the NBC *Inter-American U. of t Air*, and the BLUE will prese AASA leaders during the Thurs evening *America's Town Meeti of the Air* broadcast.

Orson Welles Series

NBC will present two more pr grams for the conventione March 21 with Orson Welles na rating "A Woman's World" *Lands of the Free*, and Vierli Kersey, superintendent of scho of Los Angeles, as speaker on *U limited Horizons*. Another NB program will present leading ed cators March 23, and the *Arm Hour* on March 28 will featu Brig. Gen. Joseph M. Dalton, a sistant Chief of Staff of the Arm

Mutual will carry a quarter-ho March 22 for the AASA group, a CBS has scheduled three furth talks on March 25, 27 and 28. Th *National Farm and Home Hour* the BLUE March 24 will be d voted to the subject of how st dents can help the farm lab shortage problem, and on March 2 a quarter-hour on the BLUE wi feature talks on "What School Are Contributing to the Winnin of the War" by Dr. John W. Stude baker, U. S. Commissioner of Edu cation, and William G. Garr, secr tary of the Educational Policie Commission.

Hope to Tour Camps

BOB HOPE and the entire cast the Pepsodent Co.'s weekly pro gram on NBC are planning anothe cross-country tour of Army, Nav and Marine bases, starting early i April, with tentative arrangemen also under way to go to England if transportation can be provided Exact date of the program's tou depends on the completion Hope's current motion pictur "Let's Face It," it was stated. I the trip to England can be ar ranged, the group would probabl leave in June, and during the sum mer shortwave their Tuesday eve ning show from London to America No further details have been an nounced. Agency is Foote, Cone & Belding, Chicago.

"THE INVITATIONS WENT OUT, DIDN'T THEY?"

DISAPPOINTING, isn't it, to expect umpteen thousand persons to listen to your radio program only to have a paltry handful show up? Expensive, too! That's what can happen if you mistake a station's "coverage" for its audience.

Four stations, for instance, may be said to "cover" Oklahoma City, yet one station, WKY, is known to have most of the audience most of the time. This is incontrovertible evidence supplied by C. E. Hooper, Inc. WKY's coverage, too, extends far out into Oklahoma over more of the state than any other Oklahoma City station can possibly reach. And, to be sure, wherever WKY's coverage goes, its top popularity priority goes with it.

So, if you want the biggest possible turnout for your program in Oklahoma, WKY is the station over which to send your invitation.

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. ★ THE DAILY OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN

★ KVOR, COLORADO SPRINGS ★ KLZ, DENVER (Affiliated Management) ★ REPRESENTED BY THE KATZ AGENCY, INC.

A Personal Opinion of BMI's Musi

Broadcaster Suggests Stations Take More Interest in Its Tunes

By VERL BRATTON

General Manager WREN, Lawrence, Kan.

I THINK it is about time someone took an interest in BMI. Some would blame the situation which now exists on station managers, or more pointedly on station and network musical directors. In most cases station managers can be excused because of lack of personal knowledge of the music field. The only fault with network and station musical directors is probably that instead of complaining about BMI music they have simply turned elsewhere for their material.

It is my opinion that the place where lack of interest is most at fault is among those directly in charge of BMI. Perhaps I'm wrong. If so, I am quite certain that these gentlemen are fully capable of defending themselves.

Can't All Be Hits

The fact remains that as a source of new music BMI is in my opinion a complete washout. The music being sent from BMI to stations all over the country is with very few exceptions the worst tripe I have ever seen printed with the expectation that some one might want to listen to it.

I am quite well aware of the fact that a great many songs must be written and published which will never appear on anybody's hit parade. Real hit tunes are few and far between. BMI has some hit tunes. But never until the days of BMI did musical directors have need of such large wastebaskets.

In the early days of BMI quantity was necessary, and quality had to be sacrificed to some extent, but during the past year no such emergency has existed and yet those responsible for the operations of BMI have shipped out music of an ever lowering standard.

Many successful radio salesmen work on the theory that if enough calls are made a prospective client will be found. But do they go door to door in the residential areas? Or do they canvass the business areas? Just as quantity calls are of no value unless confined somewhat to an area wherein clients are likely to be found, a hit tune will not emerge from any large quantity of published music unless some effort has been made to publish music which has at least some of the qualifications of a hit tune. Practically all of the music shipped to WREN by BMI during the past year has ended up in the waste basket. I don't claim that I or anyone else can recognize a hit tune on sight, but I do say that anyone who knows a little about music can recognize on sight a tune which should not even have had paper and ink wasted on it.

Far too much BMI music of the past year has been precisely in that category. If BMI is to continue shipping us such waste paper I suggest the paper and ink be sent separately so we could at least find a use for the blank paper.

I suggest you station managers ask your musical directors about the music they have received from BMI in the past year. If the majority of them don't back up my statements then I certainly stand corrected. You might remind them that BMI headquarters has been asking you to urge your program department to use more BMI music. If they haven't been increasing their use of BMI music, ask them why.

Incidentally, I want to quote you the words of a song included in the last BMI shipment. Your musical director probably hasn't a copy of it because he most likely threw the whole shipment away. The song is titled "Sweat Shop Blues" and here are the lyrics:

Sweat Shop Blues is in command, So the boss will understand,
That our rights so we demand.
Oh, if everyone will harmonize to win we can.
Now when we get home we don't need a diet,
For when we get there babe we're really tired.
The work is getting harder each day,
That's why we all want a raise in our pay,
Sweat shop, sweat shop, sweat shop blues,
To join the crowd you've nothing to lose.
Come on down and join a crowd that is true,
Singing and swaying to the sweat shop blues.

[*Editor's note: BMI says this number was not published by BMI, but by an affiliated publisher who furnished copies, distributed free of charge to stations without recommendation and without expenditure of capital or effort to BMI.*]

Maybe I'm wrong—maybe this will be a hit tune. Maybe by following BMI advice and plugging it at every opportunity we of the radio industry will be awarded congressional medals for helping the war effort by (a) calling attention to the fact that our plants are sweat shops, (b) the work is getting harder each day, (c) the boss must understand that the workers demand their rights and (d) the workers want a raise in pay. Or does the radio industry want songs of this type? Some might be offended by this dainty little ditty and call it propaganda not in the best interest of the w effort.

MR. BRATTON

I wonder if anyone in the pe sonnel of BMI ever looked th song over before putting the BM stamp of approval on it. I pref to think it was an oversight. Pe haps there have been a great man BMI "oversights" during the pa year.

I'm not suggesting that BM resume the publication of a lot o music, I'm merely suggesting th unless there is better music avail ble than that which they sen WREN it would make less wor for all concerned if they didn send any. If there is better musi available then let's find someon interested in seeing BMI publish ers publish a little of it.

Sees Bleak Future

If BMI continues in its presen way it will not only be a jok among the musicians upon whom i must depend, it will die not on it feet but flat on its back. And afte your ASCAP fees have grown bac to their "before-BMI" stature you' wonder why somebody didn't d something about it.

Your program department wi use more BMI music—more of th music that belongs to you—just a soon as BMI sends your progra department music that's goo enough to deserve broadcasting.

WHAT ABOUT BMI? Formed by the broadcasting industr to provide music when ASCAP ran out of bounds under the ol regime, it performed a near miracle. Since the peace wi ASCAP there have been gripes. Some broadcasters, as does th writer, say it has tobogganed. Others claim stations have pai loyally, as stockholders, but are not doing their part and hav forgotten the past. The writer, himself a musician, sharpl condemns BMI's present performance. It's a matter of vital in terest to every broadcaster, because copyright contracts aren' perpetual. BMI will answer in the next issue. Mr. Bratton is a doctor of music and is president of the AFM local union.

Growing Use of BMI's Music Claimed as Royalties Expand

CHECKS for performance royalties for the quarter ending Dec. 31, 1942, began to go out from BMI to affiliated publishers and composers last week. Despite the recent 30% reduction in the rate paid by broadcasters, checks were at the highest rate of compensation to publishers and composers in BMI's history. Included, for the first time, was the additional BMI bonus for network performances.

Pointed out by BMI officials as indicating the continued enormous use of BMI music by broadcasters was the fact that the combined total of network and station performances for the last quarter was 40% of the number of performances during the quarter ending Sept. 30, 1941, the top quarter in BMI's experience, while ASCAP was off the air and while BMI was generally recognized as possessing a virtual monopoly of radio performing rights. Due to BMI's great backlog of music, it was pointed out, BMI is the most economical source of music rights. The percentage which BMI collects of the total paid by broadcasters for musical rights is far less than the percentage of use which is made of BMI's catalogues. The new BMI Index, which is now being printed, will list 100,000 numbers.

Among the BMI licensed tunes conspicuous on trade publication hit lists during the last month were *Brazil*, now No. 1 on the "Hit Parade", *I Don't Believe in Rumors, At the Crossroads, When the Lights Go On Again, I Wish I Wish, There's an F.D.R. in Freedom, It Started All Over Again, I Heard You Cried Last Night, That Soldier of Mine, Canteen Bounce, Don't Cry, and Do I Know What I'm Doing.* These are in addition to the compositions available under both BMI and ASCAP licenses, such as the hit songs from 'This Is the Army'.

A MAN . .

. . . who had never used radio, used WOR in 1943 to sell a product WOR had never previously tried to sell.*

Out of that doubtful date sprang a voluntary letter from the sponsor. The following is a telling excerpt from the letter that man wrote:

". . . your particular form of advertising has proven to be one of the best investments we have made in any field. The results have been remarkable. It has not only sold us on WOR, but the medium of radio advertising."

**The product was dresses, at nice prices.*

WOR—THAT POWER-FULL STATION

AT 1440 BROADWAY
IN NEW YORK

Better Use of Radio in War Urged

Forum Speakers Would Utilize Sponsored Programs

VALUE OF WARTIME advertising, March 5 subject of the *Business Forum* program on WMCA, New York, conducted by the Commerce & Industry Assn. of New York, was discussed by (l to r): William H. Howard, executive vice-president of R. H. Macy & Co.; Vernon Brooks, advertising director, *New York World Telegram;* Neal Dow Becker, Assn. head and president of the Intertype Corp., moderator; Chester J. La Roche, chairman of Young & Rubicam and chairman of the Advertising Council. They concluded that radio's war job could be more effective.

NEED for a system whereby the vast audiences of radio's top commercial programs can be tapped for war purposes, increasing the effectiveness of radio's contribution to the war effort but taking less time than the present Government-prepared sustaining programs, was stressed by Chester J. La Roche, chairman of Young & Rubicam and chairman of the Advertising Council, during a forum discussion of "New York's wartime Advertising" broadcast March 5 on WMCA, New York, as part of a weekly series on that station under the auspices of the Commerce and Industry Assn. of New York.

William H. Howard, executive vice-president of R. H. Macy & Co., one of the nation's largest department stores, and Vernon Brooks, advertising director of the *New York World-Telegram*, participated with Mr. La Roche in the discussion, which was moderated by Neal Dow Becker, president of the Intertype Corp. and of the Commerce and Industry Assn.

Less Talk Would Help

In response to a question concerning radio's part in the war, Mr. LaRoche stated: "Radio is certainly contributing much in time and money to help the Government get its points across. In some quarters in Washington it would appear that people believe radio can do the whole job of convincing the American public, but I do not necessarily agree with this. I believe its contribution can be tremendous,—much greater than it is today, in total effect, and I think it can make this improvement by using less time rather than more time.

"The Government has prepared and is running many sustaining radio programs and puts many officials on the air to make speeches," Mr. LaRoche continued. "But there is a problem, in that relatively few listen to a radio talk unless the President makes it. And the unfortunate part about sustaining programs is that they run in competition to Charlie McCarthy, Fred Allen and Eddie Cantor, and such commercial shows which have the bulk of the audiences. What we need to do is work out some system by means of which the vast radio followings of the leading commercial shows can be tapped for war purposes.

"Much progress has been made in this direction. Radio writers and radio performers are preparing their scripts in such a way that they do a wartime job on rationing and conservation or bond selling. Or performers will take a few minutes off during the show and step out of character long enough to appeal to their listeners to cooperate in one way or another with the war effort. All this is good, but still more progress can be made in the direction of utilizing the already established radio audience."

Mr. Brooks explained that advertising should continue in an all-out war effort:

"Because Americans want to know what manufacturers are doing with the plants that formerly made civilian products, or are now making them for the Army and Navy.

"Because manufacturers need to keep alive a public desire for their products so that their employes and their capital will not be out of jobs after the war.

"Because America wants to know what new processes and products industry is developing for the war, which, if given a chance after the war, will again lead the way to better standards of living, not only for America, but for the world.

Advertisers Can Help

"Because manufacturers want to tell America what they are contributing to the war, for this permits the public to determine for itself who deserves patronage and friendship after the war.

"Because the public wants to know what profits are being made from war contracts, and businessmen have the need to tell what those profits are, in the simple and understandable language of the average man and woman.

"Because of rationing, personnel shortages, and war necessities, our great retail stores will be forced to institute many innovation services —and the buying public will want to know of them quickly."

Explaining that New York's wartime advertising has helped to interpret to the public regulations of the war agencies as they affect merchandise, Mr. Howard said: "Very early in this war, when it became apparent that certain articles of merchandise were going to disappear from the retailers' shelves, stores voluntarily and wisely began urging their customers to take care of the things they bought. In New York last year more than 30 of the larger department stores banded together in a voluntary drive designed to teach the public how to conserve merchandise. The slogan used was *Buy Only What You Need—Take Care of What You Buy.*—Similarly, advertising has helped to explain the uses and the limitations of substitute materials so that the public could buy with more assurance and at the same time know how to take proper care of these new materials."

Urging local advertisers not to wait for Government requests or commands to step in and help, but to take initiative as the national advertisers have, Mr. LaRoche reviewed the way in which, even before Pearl Harbor, "the advertising industry took the iniative in helping the Government get its vital defense and war messages across to the public. National advertisers, newspapers, producers of billboards, and the radio industry all cooperated to set up the Advertising Council, which is now a semi-official group.

Contributions Heavy

"Through the efforts of the Council, many wartime campaigns have been planned and placed in newspapers, magazines, billboards, and on the air. Some of our largest industries have contributed substantial amounts of money to finance these Government campaigns, and magazines, newspapers and radio have contributed much space and time.

"I think I can safely say that as the war wears on, more and more national advertisers will turn their advertising appropriations—or at least substantial parts of those appropriations—into advertising to help organize the home front," he stated.

"But that is not enough. The local advertiser, and the local newspaper, and the local radio station are close to local people and local problems. They can translate the war in terms that carry a real and special meaning to the people who are accustomed to reading or listening to these local organs of communication.

"There is one thing certain," Mr. LaRoche concluded: "If we don't win the war we will have no department stores, newspapers, magazines, or radio worth having; and if we don't win it in a reasonable length of time our entire economic system will be so badly out of whack that it may take years and years for us to get back our normal standard of living."

FOR WAR WORKERS
14 Plants Cooperate in
News, Drama Show

MORALE BUILDER among workers is *Soldiers of Indu* half-hour weekly program WROK, Rockford, Ill., made up news of personnel activities in local war plants.

First half of the program revi employe sports as well as pers news and letters from employe service. Factory personnel m agers supply each plant's ne Second half of the show is a minute sketch tracing a partic plant's product from the time leaves the assembly line until reaches the battleline.

MacKenty RCA V-P

JOHN GILMAN MacKENTY, many years assistant to the vi president of RCA in charge RCA Labs., has been elected vice-president, general manager and director of Radiomarine Corp. of America, as announced by Charles J. Pannill, president of Radiomarine. Mr. MacKenty, with RCA for 21 years, has been in charge of forei license contracts for RCA sin 1930, and was previously with th RCA sales department which h joined in 1922.

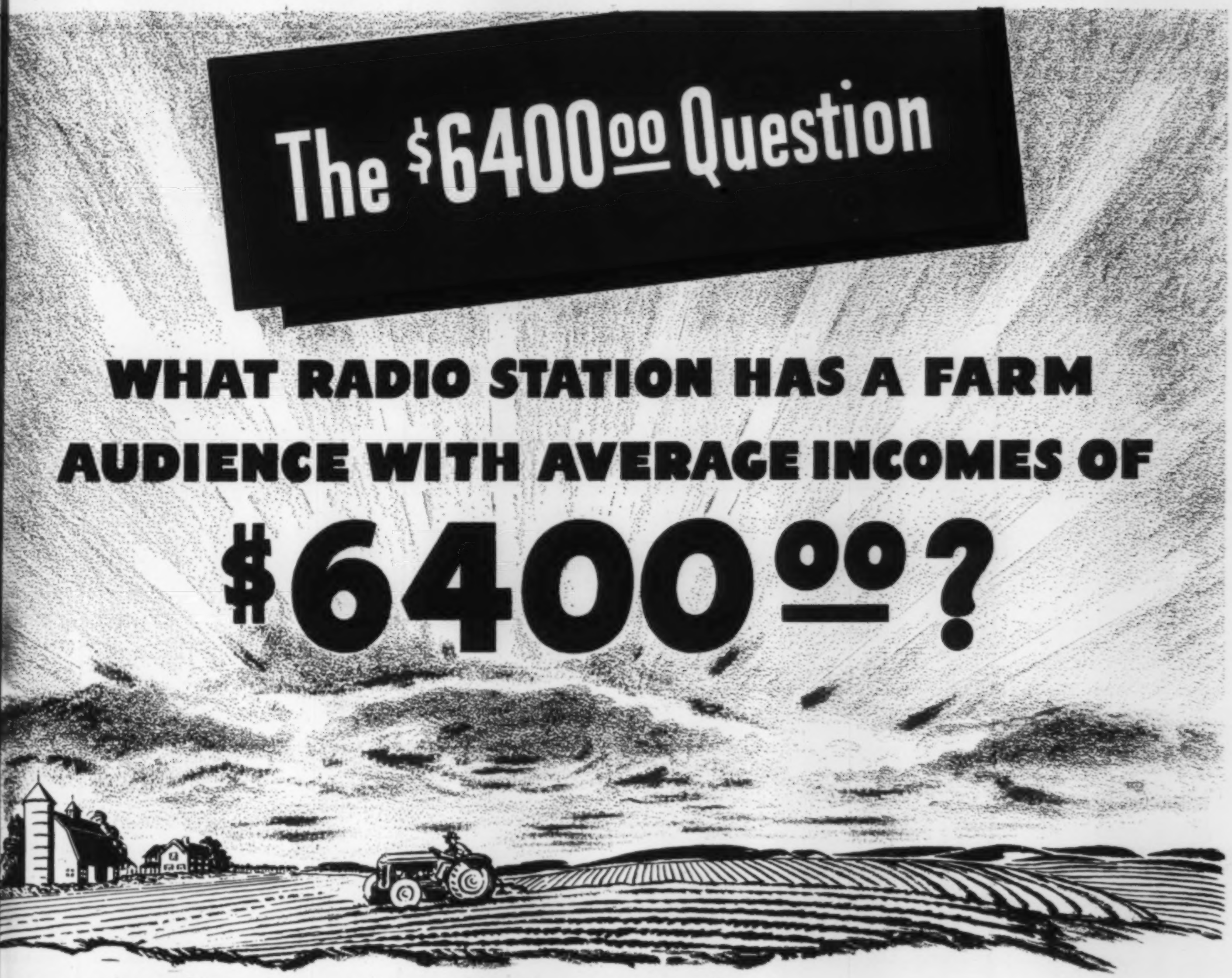
Mr. MacKe

O'Brien in Service

D. H. O'BRIEN, former vice-pre dent of Graybar Electric Co., Ne York, is in charge of the new Fie Service Division of the Army Sig nal Corps, Maj. Gen. Roger B Colton announced last week. Re taining civilian status, Mr. O'Brie will coordinate distribution of signaling equipment and parts domestically and in combat zones. He had been with Graybar 26 years when he retired Jan. 1 as vice-president in charge of sales activities in the Merchandising and Western Electric Sales Depts.

Coffee Bureau Renews

PAN AMERICAN COFFEE Bureau, New York, which has been conducting a campaign of women's participations on a varying basis on 29 selected stations since last September, renewed the entire series March 8 for another 26 weeks making a total of 52 weeks. Agency is J. M. Mathes Inc., New York.



The $6400⁰⁰ Question

WHAT RADIO STATION HAS A FARM AUDIENCE WITH AVERAGE INCOMES OF $6400⁰⁰?

GETTING there first with the most dollars is sound selling strategy. Alert GHQ's on the national advertising front are training their sights on the rich, prosperous 1¼-billion dollar Iowa farm market. They have the answer to that $6400 question . . . and it's red-hot news! Iowa farmers had an average income of $6400 in 1942 (according to figures just released by Iowa State College agricultural economists). That's a smashing 37% gain over 1941. During this same period costs lagged behind, showing an increase of only 15%. The result: A 22% increase in farm purchasing power!

* * *

The Iowa farm market outranks all others as your 1943 sales objective because here the basic food essentials . . . the beef, pork, corn, and dairy products we must have to win the War and the Peace . . . are produced in the greatest quantity. And as the production of these essentials continues to soar, Iowa's average farm income surges steadily higher at a faster clip than that of most other states.

Iowa farmers need your products now to help in the Food-For-Freedom battle, and they have ready cash to spend. The Iowa farm plant will remain in high gear long after Hitler and Hirohito bite the dust because the job of feeding the world will rest squarely on their shoulders for years. Thus, the income in the WMT area will remain stable . . . population shift will be of minor importance . . . a situation much different from that which may develop in highly industrialized war production centers. You can step into Iowa now and throw your Sunday punch without the nightmare of shifting markets and post-war economic question-marks.

The Iowa farmers you sell on WMT today will have the money to buy your product tomorrow. And they will still be listening to their favorite Iowa Station on Iowa's Best Frequency, WMT, on 600 Kilocycles!

BASIC COLUMBIA NETWORK
CEDAR RAPIDS
5000 Watts Day and Night • 600 K.C.

WMT

A COWLES STATION
WATERLOO
Represented by the Katz Agency

Advertising Industry Is Urged To Lead Post-War Era Study

Charles B. Brown, NBC Executive, Tells Washington Ad Club 'Greatest Opportunities Are Ahead'

LEADERS in advertising and sales management should join movements designed to pave the way toward solution of post-war problems, according to Charles B. Brown, NBC director of promotion and advertising, in an address March 10 before the Advertising Club of Washington.

Taking as his subject "Tomorrow Is Here", Mr. Brown reviewed the conflicting economic and social elements growing out of the world crisis and peered into the issues likely to arise from long years spent in waging the war.

Advertising and sales management face their greatest opportunity as well as the greatest threat to themselves in the period immediately ahead, he told the club. As experts in contacting and influencing the public, he continued, they must be the social and economic interpreters of every group in American life.

Radio Ready

Radio and television, Mr. Brown said, are ready to reveal new horizons publicly when their war service is over. Among radio developments he listed the electronic microscope developed by RCA, an instrument which he said will develop new opportunities of service to mankind.

Great peace opportunities will be found in other industries, he went on. Among those mentioned were aluminum, magnesium, wood that won't burn, glass that won't sink, wood radio towers, hydroponics or the raising of vegetables in chemical solutions, and heat induced by thermal radio.

Among difficulties lying in the way of post-war progress, said Mr. Brown, are the failure of current social and technical progress to run either in parallel lines or on a common level. Danger of economic confusion can result, he continued.

If the post-war problem is to be successfully handled, Mr. Brown said, there must be agreement on a common psychological attitude of mind which will result in accord on a social pattern of equality. Furthermore, Americans must fight as hard to maintain peace as they now fight to maintain the war effort. Then they must properly utilize the unlimited informative machinery available.

Among incidents showing that Americans are sound in heart, Mr. Brown cited the famed Mrs. Mullane incident on a recent Procter & Gamble program on NBC. He recalled how the "consequence" specified by Ralph Edwards, m.c. of the Truth or Consequences program, brought Mrs. Mullane as a program contestant some 204,000 letters containing 300,157 pennies.

Mr. Brown in urging club members to take active part in post-war movements told of NBC's contribution to the war effort and its planning for the years to come.

INTENT EYES of Salesman Mitchell Morris, are focused on the finishing stroke by the pen of Thomas H. Lynch, advertising manager of Robertson's, South Bend department store, which makes a new contract adding Saturday to the store's five-day-a-week sponsorship of *Mort Linder Reporting*, 15-minute evening newscast over WSBT, South Bend. Robertson's also sponsors a 15-minute five-weekly morning program, a thrice-weekly 5-minute program and a five-a-day spot schedule every day but Sunday.

Metzger Heads WMRF

JOSEPH M. NASSAU, general manager and technical director of WMRF, Lewistown, Pa., for the last two years, was to leave on March 15 to join the Plant Engineering and Project Control Agency of the Army Signal Corps, Philadelphia and Washington. Mr. Nassau will be replaced by Thomas W. Metzger, who has been commercial manager of WRAK, Williamsport, Pa., for the last nine years.

WFAS Is Granted Fulltime Operation

Rare FCC War Grant Permits Unlimited Time on 1230 kc.

IN ONE of its rare grants since the war-dictated "freeze order" of April 27, the FCC last Tuesday authorized WFAS, White Plains, N. Y., to operate fulltime on 1230 kc. with 250 watts power in lieu of its present parttime assignment on 1240 kc. By so doing, the FCC also opened the way for fulltime operation of WGBB, Freeport, N. Y., which has shared time with WFAS.

Commissioners Craven and Case voted against the grant, presumably on the ground that it did not adhere to the letter and spirit of the freeze order. The majority concluded that no critical materials or manpower would be involved in the grant, since the station already had procured the crystal cut for 1230 kc.

Godley Drops Petition

Paul Godley, consulting engineer of Montclair, N. J., had been an applicant for a station on 1230 kc. in Newark, which was competitive with the WFAS application. Under the freeze order, however, Mr. Godley withdrew his application and afterward notified the FCC that he had no present intention of reapplying for the facility. Thus, it was presumed, the way was cleared for the WFAS authorization.

On the other hand, the view was expressed that Mr. Godley was penalized because he adhered to the war policy, whereas WFAS had everything to gain but nothing to lose in prosecuting its application, which had gone to hearing.

WFAS is owned by Westchester Broadcasting Corp., headed by Lt. Col. J. Noel Macy, Westchester publisher with Frank A. Seitz as manager. Col. Macy is now on duty with the News Division, War Dept., Bureau of Public Relations, Washington. WGBB is owned by Harry H. Carman.

Union Oil Convention

TO OUTLINE 1943 advertising plans and dealers' part in the war effort, Union Oil Co. of California, Los Angeles, on March 4 broadcast an evening half-hour sales meeting on 33 Don Lee Pacific stations to 75,000 dealers. Gen. David Prescott Barrows, commentator on Union's quarter-hour series, and Reese Taylor, president of Union, were speakers. Cast of the weekly NBC *Point Sublime*, also sponsored by the oil concern, presented a dramatic sketch. Robert L. Redd was producer with Ben Alexander as m.c. Foote, Cone & Belding, Los Angeles, has the account.

RCA Dakar Circuit

RCA Communications, acting in cooperation with the Administration of Posts, Telegraph & Telephone of French West Africa, last week opened a radiotelegraph circuit between New York and Dakar, affording direct communication with the West African port. Messages from the United States were formerly routed by way of London. RCA announced that a direct circuit with Quito, Ecuador, is being tested preliminary to the start of regular commercial operations within the next few days. The Government of Ecuador is cooperating in establishing this circuit.

AAAA Magazine Space Rationing Plan Considered as Possible Guide for Radio

A PLAN for space rationing of advertising in magazines hit by wartime paper restrictions has been worked out by a special committee of the American Assn. of Advertising Agencies after discussions with advertising men and publishers. The plan was approved by the AAAA joint media committee as a suggestion for publications seeking a satisfactory method of handling advertising to conserve paper.

Although it would not apply to radio, since no shortages in time available for bookings have yet appeared, some industry leaders consider that it might be a guide if a shift in advertising to radio or a cut in operating hours necessitated time rationing.

Circulation Cut Urged

According to the AAAA committee, the six-point program for magazines has approval of publishers, advertisers and agencies. ANA cooperated in drawing it up.

In addition to suggesting mechanical savings, such as narrower margins, smaller type and reduced weight of stock, the AAAA committee advocated a reduction in circulation which "would fall on all advertisers alike." Purchasers of the magazine would be urged to share their copies with friends and neighbors.

Actual allotment of advertising space, the report said, should be based on use of the publication over a number of years of normal operation, rather than the abnormal advertising budget of 1942. Some space should be allocated to new advertisers, however, and house advertising should be dropped.

1942 Abnormal Year

In addition, the AAAA committee urged that publishers should recognize their obligation to agencies which "in many instances have spent several years developing new advertisers as a part of their responsibility to publishers in accordance with the terms of their agency recognition agreements, which provide that commission allowed is for developing new business as well as for the servicing of current advertising."

Explaining the selection of a period spanning several years as a basis for rationing advertising space, the committee pointed out that 1942 was abnormal for many established advertisers who converted their facilities for war work, temporarily reducing advertising expenditures as a result.

Copy should be accepted from new advertisers also, the report said, since "it is believed the interests of advertisers, publishers and agencies will best be served" if "new and deserving advertisers are given access to the facilities of magazine advertising."

RALPH EDWARDS m.c. of Procter & Gamble Co.'s *Truth or Consequences* program on NBC, has been awarded a plaque by *Tune In*, radio fan magazine, "for outstanding showmanship in the presentation of Governmental war messages."

XUM

Did you EVER SEE SUCH AGGRANDIZEMENT?

in the de-e-ep South

Aggrandizement according to Noah, of the Webster family, is "to make great in power or wealth." And that's specifically what has happened to the Savannah Seaboard market in the last ten years. In 1935 to be exact, Savannah started an uninterrupted growth that has multiplied industrial payrolls over and over again since that date.

No, this is no "war boom" market. We're enjoying an industrial growth that started before the war and will continue long, long after it. Add to this staple market of steady growth, three new shipyards, 25,000 new workers, six military centers and you've got a war-time, peace-time, boom-time, normal-time market that's worth the serious consideration of any advertiser.

WSAV *"THE VOICE OF SAVANNAH"*

LIBERTY NATIONAL BANK BUILDING • SAVANNAH, GEORGIA

HARBEN DANIEL
General Manager

GEO. P. HOLLINGBERY CO.
National Representatives

Selling the New Savannah Seaboard Market

FCC Follows Merger

TO KEEP itself informed on the progress of negotiations by the merger of Western Union and Postal Telegraph, authorized by legislation signed last Monday by President Roosevelt, the FCC last Tuesday designated a three-man committee of its membership to follow aspects of the merger. The committee comprises Commissioners Payne, chairman, Wakefield and Durr. The FCC also named a staff committee, headed by William J. Norfleet, chief accountant, and including Manfred K. Toeppen, acting assistant chief engineer, for the engineering department; Benedict P. Cottone, assistant general counsel, for the law department; and Dallas Smythe, chief economist. The committee will assist the commissioners.

PARTICIPATION in a worldwide permanent peace movement after the war is favored by more than 85% of the people, according to a survey conducted by Baukhage, BLUE Washington commentator.

Other Fellow's Viewpoint . . .

EDITOR, BROADCASTING:

The telegram from Mr. Davis of OWI, which probably cost the Government $1,000 to send and which was uncalled for and which cost also the effort needed to sell forty $25 War Bonds to pay for it, made my blood temperature rise. The newspaper advertisement suggestion of Mr. Callahan also caused some increase in blood pressure BUT your article in your last issue in which you state that the 48-hour week would NOT be applied—seriously—to the broadcast industry really made me "blow my top".

Mr. Wick

I have personally been under the impression that there was a shortage of broadcast operators—a misapprehension it seems—until I read your article. My, my, is it possible that broadcast technicians work FORTY HOURS per week? In war areas, too? To think that they will probably be required to work 48 hours per week seems an almost unbearable sacrifice—in war times too. My, my, what is the world coming to when a man has to work 48 hours per week to earn a living? * * *

Here is my problem out here. I am working EVERY day including Sundays from 7 a.m. to 9:30 p.m. at top speed. I have ONE fulltime operator. He works 80 hours per week. I have ONE parttime operator, a school girl, who fills in two hours per day. I have one parttime program man and announcer (a preacher, and a good one too), w helps me out three hours per mo ing.

My wife keeps the books and w are running a 15-hour-per-d schedule carrying MBS and NC network programs, and we a plumb full commercially. We ca handle any more business, no ti is available, we need help and t broadcast industry does not th they will have to comply with t 48-hour week. My, my . . . and m again.

My case is not an isolated one. can name you four more station within 150 miles of us that are i the same boat.

The OWI loads us with announce ments; the FCC loads us with finan cial reports; the OCD calls for pro grams, and "please-report-when you-ran-these" forms drive us nuts The FCC says we are essential a MUST keep operating, the Intern Revenue Bureau says we m have our reports in by March 1 the NAB asks for "War Announce ments Reports" and the transcrip tion companies write us letters t "please return used transcriptions" promptly.

Strangely enough, these thi all get done—but how or when i the problem, usually after 9 at night.

My, my, and some broadcast st tion employes have to work 48 hou per week—maybe. What is this anyway? Is there or is there not a shortage of broadcast technicians and announcers? It does not sound that way. Put some of those people on 60 hours a week and let us have a few for use out here—where they will really work.

BERT WICK,
Director, KDLR
Devils Lake, N. D

March 5, 1943.

RKO's WEAF Pact

FOLLOWING a successful spot campaign for the film "Hitler's Children" on several stations, including WEAF, New York, RKO Pictures has signed a 52-week contract on the latter station for Saturday news broadcasts at 11 p.m. by George Putnam, starting March 6. Putnam's news period was used in the advance promotion for the picture. This is the first regular RKO series in some time. Firm has used spot from time to time, the *Hitler's Children* promotion being particularly extensive and effective [BROADCASTING, Jan. 25, Feb. 1]. Agency is Foote, Cone and Belding, New York.

WOR 'Wax Museum'

A VISUAL HISTORY of recording will go on display in New York this week, starting March 1 when WOR, New York, opens an exhibit of discs and recording equipment in the Museum of Science and Industry at Rockefeller Center. The exhibit bears the title "Wax Museum" named for WOR's nightly programs of old-time discs. RCA-Victor, Columbia Recording Corp., Decca Records and the U. S. Army have loaned historical and modern records and equipment. Brief lectures will be given for the two-month display.

"Consistently Excellent..."

The first annual Alfred I. duPont Award, radio's Pulitzer Prize, has been won by Fulton Lewis, Jr. for his "consistently excellent" service to the public through news analysis over the Mutual Network.

Mutual is proud of this newest honor for an outstanding commentator. Proud, too, of the way the words of this citation describe the coverage and interpretation which have made Mutual the First Network for News.

THE MUTUAL BROADCASTING SYSTEM

JUNE BAKER . . . *first in Chicago*

SINCE RATIONING and the increased scarcity of food and consumer goods, June Baker's Home Management Program has taken on new significance. Her large and loyal audience has been increased by many housewives who find in June Baker's material helpful information on how to run the kitchen and home on the basis of war economy.

For 10 years June Baker on WGN has supplied the answers to those hundred and one things every woman wants to know—from fashion news and household hints to what's new in the feminine world.

For instance, on the day point rationing of food was announced, June Baker had Michael F. Mulcahy, Director of OPA in the Chicago Metropolitan Area, explain the whole system over her program. Maybe that's one reason why June Baker's Hooper Rating has been higher than any other home economics program in Chicago—higher in every Hooper Report since their beginning.

You can't beat this for a remarkable and consistent record

A Clear Channel Station

50,000 Watts WGN *720 Kilocycles*

MUTUAL BROADCASTING SYSTEM

ASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. ★ *PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.*

Merchandising & Promotion

Report to Nation—Swing Shift Club—Superman Hats, Coiffures Match—Red River Valley

SUPPLEMENT to NBC's two promotion pieces, "A Tale of 412 Cities", has been released to extend the analysis of listening habits to all communities in the United States outside of the original 412 cities. Titled "A Report to the Nation", the four-page supplement covers the dialing choices of the entire country according to networks and independent stations.

Outside the 412 cities, the folder states that NBC has a 51.7% preference by night and a 40.2% preference by day. Combining these figures with those derived from the 412-city survey, in which NBC night programs were preferred by 51.8% and day programs by 30.2%, the nationwide nighttime percentage of NBC preference remains at 51.8%, while the daytime preference increases to 35.5%.

* * *

Superman Expansion

MUTUAL has prepared a special edition of its regular weekly clipsheet, for distribution to 350,000 grocers in connection with the expansion of *Superman*, sponsored by Kellogg Co., for Pep cereal, to a larger network about April 1. The news feature will contain stories about the program and comic strip character, and will offer merchandising ideas. Mutual has been using its regular news sheet in a similar fashion for local dealers of other sponsors. Dealers have indicated that they prefer receiving promotion material for programs from the network rather than the manufacturer.

* * *

Swing Shift Club

DAY CLUB for swing shifters has been started by WCAU, Philadelphia, on Wednesdays for the studio audience of *Open House*, daily variety matinee. After the broadcast, listeners participate in *Soundies*, a sound-effects stunt in which individuals in the audience take vicarious rides on roller coasters, learn marksmanship, drive automobiles, chiefly in comic pantomime, to the accompaniment of weird sound effects. Idea originated with Horace Feyhl, station manager.

* * *

A Profitable "Tune"

"THE PIED PIPER of Milwaukee, WEMP, leads listeners and dollars your way" is the tune piped by that station's latest brochure for sponsors. In a 8 x 11" folder are reproductions of letters received by WEMP for its patriotic and public service features.

* * *

Summaries for Schools

SUPPLEMENTING an up-to-the-minute world map, weekly news summaries of CBS commentators are being distributed to all schools in Los Angeles County by that network, for educational discussion. Map was prepared by Chet Huntley, director of wartime information, CBS Hollywood.

* * *

Hats, Coiffures to Suit

LEADING millinery designers will suggest specific hats for different types of faces in a booklet sent on request to listeners by Pegeen Fitzgerald, who conducts *Strictly Personal* on Mutual. Suitable coiffures also will be described.

Miami Service

A RECORD of public service of WQAM, Miami, in virtually every phase of the country's war program during 1942 has been compiled and published by the station in an 8 x 11-inch booklet containing an itemized account of recruiting, defense financing, morale and home front programs, as well as photographs of community activities reported by WQAM. A total of 959 CBS war programs was used voluntarily by WQAM as its contribution to the war effort. In all, 2,259 programs and nearly 6,000 announcements in 1942 dealt with the war, the brochure reports. Letters of appreciation received from Government and community agencies are included in the publication.

* * *

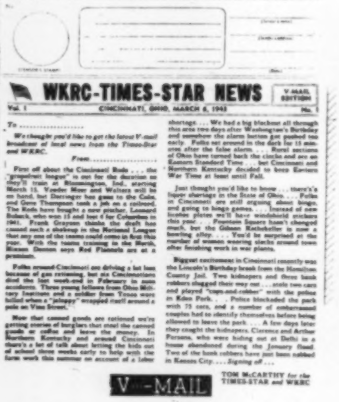
NBC House Organ

A NEW HOUSE-ORGAN for NBC's New York employes has made its appearance, under the title *Chimes*. The publication will be issued on the 15th of each month. Special attention will be given maintenance of morale of employes now in service, all of whom will receive copies. News sheet is prepared by a group of department representatives, headed by Corinne Pearson.

* * *

Red River Valley

PLASTIC-BOUND 20-page brochure has been published by WDAY, Fargo, North Dakota, to dramatize the Red River Valley market. Booklet details WDAY coverage, and explains available competing stations.



WKRC-TIMES-STAR NEWS

V-MAIL EDITION

Vol. 1 CINCINNATI, OHIO, MARCH 6, 1943 No. 1

V-MAIL

TOM McCARTHY for the TIMES-STAR and WKRC

BRINGING hometown news to the boys at the front is this novel printed V-Mail newsletter, written by Tom McCarthy, news editor of WKRC, Cincinnati, in cooperation with the *Cincinnati Times-Star*. Published weekly, and sold by *Times Star* carriers for one cent, the V-Mail news is sent by purchasers to their soldier friends. It it written in a friendly, informal manner, covering the latest developments of the Cincinnati Reds, human interest stories about familiar local institutions, and news about changes in life at home.

EXTENSIVE campaign in all Washington, D. C., daily newspapers by NBC for its network managed and operated outlet WRC got under way on March 9 with 1,500-line insertions in the three standard size papers and a 900-line insertion in the tabloid. Insertions are in three series devoted to specific types of programs, and staff members are personalized by thumbnail sketches and photographs. Keynote is expressed in the slogan, "these (program) services are among the benefits of the American System of free radio."

* * *

Scheduled on CBS

THREE CBS programs starting during the first week in March are featured in promotional material recently issued to CBS affiliates. An oversize folder presents Milton Berle's comedy program sponsored by Campbell Soup Co., Camden, N. J. Two other presentations feature *The Man Behind the Gun* for Elgin Nat'l Watch Co., Elgin, Ill., and Guy Lombardo, sponsored by P. Ballantine & Sons, Newark.

* * *

New House Organ

FOR its 20 men in the armed forces and for the staff at home, WFIL, Philadelphia, has a house periodical *Star Spangled Newsletter*, in which personal items and activities of interest are published to give the folks at home a deeper appreciation of the achievements of the men in service and to let the boys abroad know how those at home are backing them up.

* * *

Business News

A DIGEST of authentic information, quoted from official government releases without comment on opinion, is sent by WLW, Cincinnati, each month to 10,000 wholesale and retail druggists in Indiana, Ohio, Kentucky and West Virginia. Called "Business Front," it has four pages, with only one line noting that it is published by the station.

Midwest to Hear British On Regular WLW Shows

DESIGNED to bring a closer understanding and knowledge of England to midwest listeners, a series of broadcasts from London, arranged with the British Broadcasting Corp., will be heard on regularly scheduled programs on WLW, Cincinnati.

Arrangements, completed with BBC officials in New York by James Cassidy, WLW special events director, call for average Britishers to speak to the Midwest via shortwave on such WLW programs as *Everybody's Farm Hour, Background, Far East, Consumers Foundation, Truly American, From the Ground Up, Church by the Side of the Road, World Front* and *Wayside Windows.* Stephen Fry of the BBC New York staff is liaison between WLW and BBC London.

WRC SALES STAFF UNDERGOES CHANGE

REORGANIZATION of the sales staff of WRC, Washington, necessitated when two men left for Navy duty, was announced last week by Carleton D Smith, station manager. John Dodge, sales manager, was granted a leave of absence to be commissioned a lieutenant in the Navy. Mr. Smith has taken over the duties of sales manager in addition to his managerial post. James Sweet, salesman, also left for Navy duty. He has been commissioned lieutenant (j.g.).

Mr. Smith

Richard A. Ruppert and Mahlon A. Glascock have been appointed to the sales staff. Mr. Glascock formerly was radio director of Lewis Edwin Ryan Inc., Washington agency. Mr. Ruppert, with the OPA the last year, formerly was sales manager of WING, Dayton. Previously he was director of advertising and sales promotion for WKRC, Cincinnati, and later sales promotion director of WSAI, Cincinnati.

Mr. Dodge

Mr. Ruppert

FLAMM APPOINTED AS WPAT MANAGER

SIDNEY FLAMM, vice-president in charge of sales of WPAT, Paterson, has been named general manager, in a major reorganization of the station's personnel last week. Mr. Flamm, who continues in charge of sales, succeeds George L. Jaspert, who resigned to become commercial manager of WPRO, Providence, R. I., starting Monday, March 8. Prior to joining WPAT last October, Mr. Flamm was assistant to the president of WMCA, New York, and had been associated with the station for 15 years.

Replacing Henry Miller, who resigned as program and studio manager to join the OWI, is Ted Webbe, until recently announcer of special events and sports of WINS, New York. He was previously studio manager and chief announcer of WNEW, New York. Mr. Webbe was program manager of WAAM some 12 years ago.

A. Lewis King, formerly of the sales department of WHN, New York, has become commercial director of WPAT. Mr. King, who has been in radio about 17 years, specialized in drug and food merchandising at WHN.

The announcing staff has been augmented by Ken Joseph, from WLIB, Brooklyn; and Ed Langdon, of WKBN, Youngstown, O.

XUM

PICTURE OF A MARKET

The Manpower problem in Connecticut's Major Market is being solved by Womanpower. Every available woman is being called upon to produce the materials of war. The result is the high Effective Buying Income per family throughout this area, which even before the war was one of the wealthiest in the country.

Now, conceive of this market as an approximate 30-mile radius with Hartford at the hub, and these two facts become important in the scheduling of your advertising:

1) **Hartford alone has a small percentage of the total population which lives, works and buys in Connecticut's Major Market.**

2) **By using radio on WDRC, you can reach both Hartford and the densely populated surrounding area, at one time and at one low cost.**

WDRC is the basic Columbia Network Station for Connecticut. WDRC's Primary Area fans out from Hartford to include dozens of cities and towns. All these people depend on WDRC to keep in touch with the war's day-by-day and hour-by-hour developments.

In the same way, WDRC can keep you in touch with some of your best customers . . . the million-and-a-half listeners in WDRC's Primary Area.

Write Wm. Malo, Commercial Manager, for complete information, including coverage map, rate card and present availabilities.

COVERAGE PROGRAMS RATE
GET ALL 3 IN WDRC

WDRC
CONNECTICUT'S PIONEER BROADCASTER

BASIC CBS HARTFORD

it's easy for the new operator to "carry on" with this Westinghouse Transmitter

When war calls your operating personnel and a new man has to take over, you are fortunate if your transmitter is a Westinghouse 50-HG. Operating simplicity which makes it easier for a new man to handle with full effectiveness is one of the vital improvements which it embodies.

The new viewpoint which Westinghouse brought to bear in designing this equipment gave high rank to operating convenience along with low power consumption and modern appearance. As a result it has established a new era in radio transmitter design and performance.

There are no complicated circuit adjustments—no inaccessible parts—no time-consuming replacements in the middle of your program period.

This is one big reason why the 50-HG has been selected by such stations as WPTF, Raleigh; WBAL, Baltimore; WKBW, Buffalo; WBBM, Chicago; KXEL, Waterloo; KDKA, Pittsburgh; and WBZ, Boston. That's why we say "Keep an eye on these stations" as radio shoulders its share of war's responsibilities. J-08043

WESTINGHOUSE W

Westinghouse

KDKA *Pittsburgh*

WBZ *Boston*

WPTF *Raleigh*

WBAL *Baltimore*

WKBW *Buffalo*

WBBM *Chicago*

KXEL *Waterloo*

XUM

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

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BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL
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WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building
HENRY S. LIEBSCHUTZ, Art Director
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War Business

SPACE rationing, perhaps for the first time in publishing history, strikes the printed pages because of war-dictated paper cuts. The American Assn. of Advertising Agencies, in collaboration with the Assn. of National Advertisers, has evolved suggestions on space rationing looking toward equitable treatment of old accounts and handling of new business during the emergency.

These suggestions, reported in this issue, are of interest to broadcasting because they affect the welfare of contemporary media. Radio isn't hit directly in the same way and isn't immediately confronted with comparable problems of rationing. But it has had its share of operating headaches otherwise and is still far from being out of the wilderness.

Rationing has been added to the advertising lexicon only since the war's start. Yet, radio has been rationed by nature from its very birth. There are only so many waking hours in the day. The clock sets the limit. Printed media, on the other hand, have always added pages—until WPB stepped in.

AAAA suggestions to magazine publishers warrant scrutiny, not because radio may be similarly affected but because there are lessons to be learned in gearing for the future. The suggestion is made, for example, that magazines cut circulation reasonably and urge subscribers to share copies with friends and neighbors. Radio's "circulation" is measured in terms of receiving sets available. Fortunately, ample repair and replacement parts and tubes are being fabricated along "victory model" lines while the battery set problem for rural non-electrified listeners likewise appears headed toward solution.

AAAA suggests that if it becomes necessary for publishers to ration advertising, they allot space on the basis of use averaged over a period of years and characterized by normal operations; that space also be allocated to new advertisers equitably; that reservations be tightened up to avoid cancellations through firm order closing dates.

Time and space are different commodities. But the same overall rules seem to apply.

For publications the AAAA suggestions appear to be logical and sound. For broadcast stations, particularly in the placement of spot business, corresponding terms can be applied. By and large, the same agencies place the business.

Radio has tapped new fields and is getting additional business from accounts that heretofore haven't used the medium. This affords an opportunity to diversify, so the industry isn't dependent upon the business of only a handful of national accounts and agencies who buy practically wholesale. It means, too, that radio more and more should be in the position of picking and choosing accounts.

There has been the complaint that broadcasters have permitted advertisers to "run their business" by dictating programs, terms and talent. If there is any substantial basis for this, the time certainly is propitious for readjustment. Bill Way, general manager of KVOO, Tulsa, thinks the solution reposes in his proposed Declaration of Independence. We think he has something worth considering.

News and Newsmen

NEWS is radio's No. 1 commodity. As the war progresses it becomes increasingly important. Timebuyers are leaning toward news programs because they know they can deliver maximum audiences to sponsors.

It wasn't so long ago that news was "time-filler". Before the advent of competitive press association service for radio, many stations did little more than read the front pages, on a sustaining basis. Today news is a well-organized and integral part of broadcasting. The growth has been rapid—so rapid in fact that all of the rough spots haven't been sandpapered. For the sake of showmanship, there perhaps is an occasional tendency to lean toward the sensational in presenting news and in selecting newscasters.

For instance, many newscasters on the air today are not newsmen, but readers. Of necessity, smaller stations have announcers read wire copy as prepared by the wire services. By and large that service is excellent and requires little processing. In other stations, where newsrooms have been installed, experienced newswriters prepare copy for announcers.

It is this latter development that can backfire unless handled judiciously. Some of these announcers, endowed with authoritative voices, have skyrocketed as "news commentators." Actually they have only acquired the knack of good announcing. They seldom see their copy until airtime. The preparation, however, is by newsmen who know a legitimate story and who follow developments in the news.

There is the tendency now and then to play up a good news announcer as a "news analyst" or a "military expert," though his background obviously doesn't justify the title. This is not intended as a reflection on any individual.

By far the majority of well-known newsmen on the air are competent commentators or newscasters who have served their apprenticeship as legmen and desk men. They know how to evaluate, write and present news. They need no publicity buildups. Their work speaks for itself. On the other hand there are a smattering of so-called "experts" who are merely voices—mouthpieces as it were—for the creative work of the men behind the scenes, the real experts at writing news.

Radio has done more to keep the public apprised, factually and dispassionately, than any other medium by virtue of its natural speed and its acceptance. It doesn't have to sell "blue-sky" in the person of some oily-voiced stripling. It would do far better by giving air credit to the newsman who writes the copy which makes the voice on the air tops in acceptance.

A microphone and a trip abroad don't make a "foreign radio correspondent" any more than a law book and a trip to court make a lawyer.

Guestitorial

SPOT RADIO LOOKS AT 1943

By WALLACE A. WALKER
General Manager
WJHP, Jacksonville, Fla.

TWO VITAL problems face the radio advertiser in 1943. Both of these problems can be eased by the use of spot broadcasting.

First there is the problem of talent costs. Farsighted advertisers are keeping their names before the public either by the continuation of present schedules or by more recent institutional programs.

Meanwhile, big name talent gets scarcer as more and more join the armed forces of the country. Even in non-wartime big name talent costs run into large expenditures which can only be justified through a substantial return of the advertiser's dollar.

It becomes increasingly questionable as to how many companies can maintain institutional programs studded with the stars of the past few years. Recently we have seen several of the hour programs cut to half-hour, such as the *Texaco Theatre* and the *Kraft Music Hall*. Other casualties can be expected in 1943.

Secondly, there is the problem of distribution. Transportation, already heavily taxed by the war effort, becomes a more serious problem as time goes on. For instance, will California oranges be shipped to the East? Will Florida fruits be shipped out of the East? Can advertisers afford to continue network shows in the third and fourth class markets to create a demand for products where distribution is all but impossible?

For example the likely prospect is that California oranges for civilian consumption will be confined to the Pacific and Rocky Mountain areas and Florida fruit will only reach the Eastern seaboard and some midwestern areas. The trend will be toward smaller units of supply within short-haul areas.

Spot can supply the answer to problem 1. A commentator on a North-Central station has

(Continued on page 42)

XUM

We Pay Our Respects To —

FRANK HOLMES McINTOSH

IT WAS just another job to Frank Holmes McIntosh when he was apprised last week that he had been made assistant to the director of the War Production Board's Radio Division in charge of foreign and domestic broadcasting. But it was a job which he tackled quietly in his astute, methodical way.

After nine months in Washington, the Fort Industry Co.'s silver-thatched technical supervisor still is even-tempered, careful and persistent, determined to insure the minimum needs of the industry but insistent that the needs of war be recognized in the use of critical materials.

An apostle of conservation and careful planning from the day he arrived last April, Mac last August proposed a wartime basis of operation for the industry, which the FCC adopted in November. Under this program, stations are able to obtain maximum use of component parts without impairing service to the listener in the slightest.

Frank H. McIntosh refuses to be stampeded. In possession of the facts, he is the first man with an answer. Through limitation orders, enforced by his unit, no station has been wanting in its minimum needs for continued operation but neither has any station been able to dislodge his operating dictum that all must be served with minimum needs.

He knows the technical side of radio as an engineer and as a salesman. Before joining WPB he had been technical supervisor of the Fort Industry stations since December 1940, associated with George B. Storer, president, and J. Harold Ryan, vice-president and general manager, now Assistant Director of Censorship in charge of radio.

Prior to that he was for four years Pacific Coast District Sales Engineer of Graybar Electric Co., covering 12 Western states, Alaska, the Philippines and Hawaii. For eight years before that he was a member of the technical staff, radio development department, Bell Labs., New York, where he did considerable research on all sorts of communications equipment such as radio oscillators and transmitters, in addition to work on station layouts, antenna design and sales assistance.

Mac's interest in radio was precocious. Aged 9 and out for a walk with a chum, he came upon a strange structure which he later learned was a radio antenna. Then he proudly asserted he would be the first of the two to own a radio set. He made good that boast while attending high school in Omaha, where he was born July 12, 1906. In his junior year Mac built a ham set and an antenna.

A neighbor, Orson Stiles, then assistant to the president of WOAW (now WOW), took an interest in the boy and hired him parttime as assistant engineer. Mac later became chief engineer of the station.

He attended Omaha U. and MIT, where he studied electrical engineering, specializing in communications. In the 15 years of practical experience following his graduation, Mr. McIntosh had no little part in the installations of 200 domestic stations, including KSL, KQW, KOAC, KHQ and KVI, in addition to more than 150 police radio systems. One was for the State of Illinois. That career took him well over a million miles of travel through every State in the Union, all the provinces of Canada and in Cuba and Mexico.

Of all his travels one trip stands out in his mind. He rushed two-thirds across the continent in response to an urgent plea for immediate aid from a station. When he arrived he found a piece of solder between the plates of a condenser, removed it and turned back.

Primarily Mac's an outdoor man and he doesn't mind telling about his ranch in Indian Valley, Cal., South of Mt. Lassen, the only active volcano in the U. S. He's proud that it's a ranch owned by a dude who raises livestock. Confidentially, he'll tell you about the fishing out there, too.

In his spare time Mr. McIntosh likes to delve into Asiatic history, especially China. He has a modest collection of books on the Far East and his knowledge of China has surprised many of his acquaintances.

Few of Mac's friends know his secret ambition. In the basement of his Chevy Chase (Md.) home, where he lives with his wife and two sons, he keeps an easel, oils and pastel crayons. Before the war is over he hopes to sketch some of Washington's historic buildings as a permanent reminder of his part in the war. But his friends will tell you that even should his ambition fail, he will at least have the memory of a job well-done.

Personal NOTES

NORMAN S. McGEE, former director of agency relations of WQXR. New York. has been named assistant to Hugh Kendall Boice, vice-president in charge of sales. Bennet H. Korn. of the sales force, has entered the Army, and Russell D. Walker, salesman, expects to be called into service shortly.

JOHN W. BROOKE, of Edward Petry & Co., Detroit, has been appointed to the BLUE national spot sales staff by Murray B. Grabhorn, national spot sales manager. He succeeds Robert Eastman, who has joined the sales staff of the New York office of John Blair & Co.

EDWARD J. NOBLE, chairman of the Life Savers Corp. and owner of WMCA, New York, has purchased St. Catherine Island, 23,400-acre tract near Savannah, Ga. He will use it for cattle raising and timber production and expects to spend most of each winter there.

MORGAN SEXTON, general manager of KROS, Clinton, Ia., has been elected a director of the Clinton Chamber of Commerce.

MARK SCHREIBER, sales manager of KMYR. Denver, is the father of a baby boy.

HAZEL MANSON has joined the commercial dept. of WHEB, Portsmouth, N. H.

WILLIAM F. MALO. commercial manager of WDRC. Hartford, Conn., this month observes his 13th anniversary with the station.

KATHARINE FOX, war and public service program director of WLW-WSAI, Cincinnati, has been named by the Ohio War Savings Staff as associate administrator of the organization. She will serve on a dollar-a-year basis in coordinating the efforts of women's groups in Ohio in support of the savings program, according to Harold Bredlow, executive secretary.

TOMMY NOLAN, formerly of WORD, Spartanburg, S. C., has joined the commercial staff of WFBC, Greenville, S. C. He will also handle a sports broadcast.

Don Shaw to CIAA

DONALD S. SHAW, former vice-president and general manager of WMCA, New York, who has been granted leave of absence to do Government work [BROADCASTING, Jan. 11], has been appointed supervisor of shortwave for the Office of the Coordinator of Inter-American Affairs. Mr. Shaw started his new duties of an administrative nature in the New York office last week. He will handle distribution of CIAA programs and will serve as administrative contact with NBC and CBS.

Mr. Shaw

CARL H. BUTMAN, Washington radio consultant and former secretary of the Federal Radio Commission, on March 8 was retained by WPB as senior information specialist in the Pulp & Paper Division. He retains his office in the National Press Bldg.

GERALDINE H. KASHINS has left Transamerican Broadcasting Co. to join the commercial advertising division of King Features Syndicate, New York, to handle sales to advertisers and radio.

LOIS FROST, assistant to Bernice Judis, manager of WNEW, New York, has resigned to join the WAACS. Miss Frost was at one time in the traffic department of Benton & Bowles. New York, and prior to that with WMCA. New York.

JOHN E. THAYER, commercial manager of WWNC, Asheville, N. C., has resigned, according to Don S. Elias, executive director.

GORDON W. CONKLIN, auditor of KFAC, Los Angeles, has been inducted into the Army.

JOHN G. PAINE, general manager of ASCAP, has returned to his New York headquarters following West Coast semi-annual meeting of that organization.

RUSS JOHNSTON, Pacific Coast program sales director of CBS Hollywood, observing 20 years in radio, was honored guest at a luncheon given by executives of that network, advertising agencies and trade press on March 10.

ED FIELDS, a brother of Shep Fields, orchestra leader, and new to radio, has joined the sales staff of WINS, New York.

DICK CLARINGBULL, Canadian Broadcasting Corp. regional representative for Ontario and manager of CBL and CBY, Toronto, is the father of a boy.

LEONARD KAPNER, president and general manager of WCAE, Pittsburgh, Pa., is recuperating from an appendectomy.

GLADSTONE MURRAY was honor guest at a farewell dinner in Toronto when he resigned his post as director-general of broadcasting of the Canadian Broadcasting Corp. to enter public relations work in business and industry.

JAMES ALDEN BARBER, assistant manager of KGVO, Missoula, Mont., has been reappointed to the Retail Merchants Committee of the Missoula Chamber of Commerce for 1943.

JOHN FISTERE, sales promotion manager of WNEW, New York, and Isabel Strong Hurd, account executive of Pedlar & Ryan, New York, were married recently in Greenwich, Conn.

JOHN McCORMICH, formerly of the BLUE central division sales staff, has joined the sales staff of NBC central division replacing Lt. George Diefenderfer, now on active duty with the Navy.

BEHIND the MIKE

FRANK WELTMER, chief announcer of KTMS, Santa Barbara, Cal., has been promoted to program director, succeeding Ken Peters, who resigned to join the OWI, San Franciso. Jack McClaren of the music clearance department, has been made traffic manager.

JOHN GAUNT, former Hollywood radio producer, is now lieutenant in the Navy.

JOE BESSER, New York radio comedian, has been signed by Columbia Pictures Corp. to appear in a series of musical films. First film will also feature Hi, Low, Jack and a Dame, vocal quartet heard on the weekly CBS *Texaco Star Theatre*.

ARTHUR STANDER has been added to the writing staff of the weekly half-hour CBS *Grapevine Rancho*. Other writers include Hank Garson and Chet Castleaw. Ransom Sherman heads the variety show.

TOM HANLON, Hollywood announcer, has been given that assignment on the thrice-weekly quarter-hour CBS *Harry James & His Music Makers*.

BILLY FOY, of the talent staff of WJJD, Chicago, is the father of a girl, born March 1.

ROD SWIFT has joined the announcing staff of WGY, Schenectady, coming from WDRC, Hartford, Conn.

MARVIN LEVY, U. of Michigan graduate, has joined WSAV, Savannah.

DON'T WASTE YOUR PUNCH ON JUDY (Ky.)!

If you've been making passes at the buying power of little towns like Judy (Ky.), start pulling your punches. Save your selling socks (and shoes and tires!) for the Louisville Trading Area, which *alone* does 17.1% *more* retail buying than the rest of Kentucky *combined!* . . . With WAVE in your corner, you can tie into every radio home in the Louisville Area for far less than the cost of any other medium. Shall we get out the gloves now?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . N.B.C.

FREE & PETERS, INC.
National Representatives

GIRL GABBERS

CALL THEM what you will, but hard-boiled titles hardly do justice to the Misses Wynn Cahoon (r), announcer and commentator of WNOX, Knoxville, and Virginia Keith, announcer of KOB, Albuquerque. Listener, unfortunately, can't see what's behind the voices from the airwaves, but Miss Cahoon has appeared as a featured player in Columbia pictures and Miss Keith has acted in Don Lee Television productions.

BILL DILLNER has joined the announcing staff of WCLO, Janesville, Wis.

FRANK MERRILL, announcer of KROW, Oakland, is training in Nebraska with the Army Air Forces.

HUGH BRENNEMAN, announcer of WFDF, Flint, has been commissioned an ensign in the Navy.

GENE AMOLE, announcer of KYMR, Denver, has joined the Army. Miriam Bernard, Chicago scriptwriter, is now director of woman's activities, and Dolores Plested is continuity supervisor.

WILLIAM DUKESHIRE, continuity editor and salesman of WELI, New Haven, is the father of a girl born March 8.

JIM HARVEY, former production chief of KYW, Philadelphia, has returned to the KYW announcing staff.

JOE NEVILLE, associate editor of Buy-Ways, merchandising newspaper of WLW, Cincinnati, is now in the Army.

FRANCIS P. MALONE, news editor and commentator of WIOD, Miami, Fla., suffered a broken shoulder when his automobile skidded and crashed into a tree March 6. Marvin Burick will substitute during Mr. Malone's absence.

WALTER WINDSOR, formerly of WSGN, Birmingham; KLO, Salt Lake City, WMCA, New York, and writer on the *Chase & Sanborn Hour* for J. Walter Thompson Co., has completed basic training at Fort George Meade, and is now with the 23d Special Service Unit, Camp San Luis Obispo, Cal., where he is an applicant for Officer Candidate School. Windsor is known to Uncle Sam as Pvt. Walter W. Winkopp.

HAL ARNOFF, formerly of WDEL, Wilmington, Del., has joined the announcing staff of W53PH, FM adjunct of WFIL, Philadelphia.

BOB DUMM, program director of KSFO, San Francisco, and son of W. I. Dumm, the owner, has joined the Navy as a commissioned officer.

FREDERICK J. EICHHORN, program director of KXL, Portland, Ore., has been made production manager. Barbara Forest, formerly handling traffic, has been made program director. George Heimrich has been named coordinator of Government programs and director of public relations. Arthur Stoulil has joined the announcing staff and Dorothy Arthaud has assumed new duties in script writing.

DAVID HALL, NBC script writer, is the father of a boy born March 8.

JACK SHERMAN, former program director of WHBF, Rock Island, Ill., has joined KMPC, Beverly Hills, Cal., as announcer.

TOR TORLAND, after 11 months battle action in the Egyptian and Tripolitan areas, is home on leave and recently visited KOA, Denver, Col., where he was a newscaster.

MRS. H. M. (Kate) AITKEN, Toronto commentator, has been appointed director of the conservation program of the Consumer Branch, Wartime Prices & Trade Board.

LaSELLE GILMAN, war correspondent and columnist of the Honolulu *Advertiser*, and for the last 14 years a newspaperman in New Zealand, China and Hawaii, on March 7 started a weekly quarter-hour news commentary on NBC, Sunday, 10:45-11 a.m. (PWT).

GORDON F. KEEBLE and Marjorie F. Ellis, announcers at Canadian Broadcasting Corp. Toronto studios, are to be married April 10.

DICK LOUGHRIN has left Yankee Network, to join KYSM, Mankato, Minn., as program director.

JACK O'MARA, promotion manager of WOWO-WGL, Fort Wayne, Ind., has been named to the public relations committee of the Fort Wayne Chamber of Commerce.

CARL VANDAGRIFT, production manager of WOWO-WGL, Ft. Wayne, Ind., is the father of a girl.

HOWARD M. PAUL, continuity writer of WTMJ, Milwaukee, and its FM adjunct W55M, before going into the Navy, in January, 1942, has been promoted from ensign to lieutenant (j.g.).

LANDIS WILKINSON, announcer of KXOK, St. Louis, is scheduled to begin active duty with the Army Air Forces soon. Bill Woolsey, news processor, is also on the reserve list and awaiting call to active duty.

SID McSLOY, a graduate of the KGVO, Missoula, Mont., children's program dept., and a high school sophomore, is enrolled in the station's announcer training school.

JULIUS GLASS, once with WGAR, Cleveland, has joined the staff of WGKV, Charleston, W. Va., as continuity and promotion director. John MacLean has joined the announcing staff, coming from WHDH, Boston.

LUTHER LEE ROWLAND has resigned from W85A, General Electric Co. FM station at Schenectady, N. Y., where he directed the FM Playhouse, to join the traffic division of the OWI in New York.

SLATER BARKENTIN has left WOR, New York, to become a navigating officer of Northeast Airlines. Succeeding him as continuity editor is Mrs. Lucille Martin, of the continuity division.

CAREY LONGMIRE, NBC commentator, is the father of a baby girl born March 3.

VICTOR SEYDEL, who has headed his own play production firm in New York, and has been associated with Jerome Cargill Productions, has succeeded Al Rinker, resigned, as a member of the BLUE production staff.

EDWARD TOMLINSON, BLUE commentator, will start next week on a six-week lecture tour of 15 major cities.

BOB ALLISON, head sports announcer of WNYC, New York, has joined WNEW, that city.

CORP. MICHAEL FOSTER, formerly of the CBS press department, now at Stewart Field, West Point, is putting on an Army program on WGNY, Newburgh, N. Y.

BOB GREENE, announcer, at one time with KROW, Oakland, and KOIN, Portland, has joined KGO, San Francisco. He replaces Frank Cady, who entered the Army March 8.

Hicks Travels by Convoy Vessel to Great Britain

GEORGE HICKS, special features reporter for the BLUE who left the U. S. early this year as a visiting war correspondent accredited by the War and Navy Depts., has arrived in Great Britain on a convoy escort vessel, G. W. Johnstone, director of the BLUE's news and special features division, was notified by radiogram last week. Beginning today (March 15) Mr. Hicks was to resume two broadcasts of his five-weekly BLUE series of interviews with servicemen titled *Men of the Land, Sea and Air*.

While in England he will act as temporary BLUE special features representative, cooperating with U. S. Military and service organizations stationed there. He also will make a study of BBC's special features programs, looking toward further exchange of ideas and cooperation between the two broadcasting companies. Joan Harding, Bill Baldwin and Maury Rider, who have been conducting Mr. Hicks' programs in his absence, will return to their previous schedules, with each handling a weekly broadcast of the series.

KEN NILES, Hollywood announcer on the weekly NBC *Abbott & Costello Show*, has a role in the Republic film "Parade of 1943".

JOHN LALLY, formerly of NBC, Hollywood, and Mel Bailey have joined KGW, Portland, Ore., as announcers.

GEORGE FISHER, film news commentator, and Ray Ovington, former announcer of KMPC, Beverly Hills, Cal., have joined KDYL, Salt Lake City.

JIMMY VANDIVEER, special events director of KFI-KECA, Los Angeles, has been commissioned a lieutenant (j.g.) in the Navy and reported for duty March 15. Bill Davidson, announcer, has taken over his duties. Added to the staff is Russell Stewart, formerly of KSL, Salt Lake City.

GLAN T. HEISCH, chief of the production section of the Pacific Bureau of the OWI Overseas Branch, San Francisco, has been appointed Deputy Chief of the Radio Division in charge of program operations in Hollywood.

S. ROGER BOWMAN, former announcer of WHN, and WNYC, New York, has joined WQXR, New York. He continues his association with the overseas broadcast division of the OWI.

JACK WILLIAMS, program director of KOY, Phoenix, is the father of a boy.

WHKY
HICKORY
NORTH CAROLINA

5,000 WATTS DAY
1,000 WATTS NIGHT

For complete details write
HOWARD H. WILSON CO.
Chicago - New York - Kansas City
San Francisco - Hollywood

1290 KC BLUE NETWORK

FIRST IN NEW YORK

. . . more LISTENERS than any other
independent station—
in all surveys.

. . . more NATIONAL ADVERTISERS
than any other *independent* station.

. . . more money spent on WNEW than on
any other *independent* station.

BUT LAST IN NEW YORK

. . . in COST per thousand families reached.

WNEW

---

501 MADISON AVENUE, NEW YORK, N. Y.
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

Represented Nationally by John Blair & Company

JOHN SHURMAN CHAPMAN, announcer of WHBQ, Memphis, is the father of a girl.

GORDON GRAHAM, former radio editor of the *Dayton Journal-Herald*, has been made assistant to James Cassidy, director of special events at WLW-WSAI, Cincinnati. He will also assist in publicity. He once announced at KFAR, Fairbanks, Alaska.

MARTHA PERCILLA, once with CBS, Sterling Adv. Agency, New York, and *Collier's Magazine*, has taken over scriptwriting for Press Association's two special women's "Telescripts"—*Listen Ladies* and *Women Today*, avialable to subscribers of the AP radio news wire. She succeeds Diana Ashley, resigned.

CLIFF HOPKINS of Ottawa, new to radio, has joined the announcing staff of CKLW, Windsor-Detroit.

PAUL MOORE, vice-president of the Southern Artists' Bureau, Dallas, has joined the announcing staff of WHBQ, Memphis. C. H. Price, WHBQ announcer, has been inducted into the Army.

ALLYN EDWARDS has resigned from the announcing staff of WOR, New York. He is replaced by Robert Hope, new to radio. Saul Reiss has resigned from the artist bureau.

BEN TALBOT, newspaperman, joined the CBS press department in New York last week, and has been assigned to the desk. A one-time financial editor of the *New York World-Telegram* and the *New York Journal-American*, Mr. Talbot has also worked with INS and AP.

ELLIOTT MILLER, announcer who left WDRC, Hartford, Conn., to join the Navy, is now an ensign. Two other announcers who left last fall as volunteer officer candidates were recently commissioned second lieutenants in the Army Air Forces in Florida.

BALTIMORE'S BLUE NETWORK OUTLET

WCBM

John Elmer, President
George H. Roeder, Gen. Manager
National Representatives
SPOT SALES, INC.
New York Chicago San Francisco

Don Hollenbeck Rejoins NBC in London Office

DON HOLLENBECK, formerly on the staff of the OWI in London and two years ago a member of NBC's news department in New York, is rejoining the network this month in the NBC London office, according to William F. Brooks, NBC director of news and special events. Mr. Hollenbeck, who will be heard on NBC's *World News Roundup* weekdays at 8 a.m., was previously with the Associated Press in New York and San Francisco, and served nine years on the *Omaha Bee-News*.

La Selle Gilman, author and columnist in Honolulu, will soon be heard on NBC's Pacific Coast network, reporting from Hawaii, where he is covering Army and Navy news for the *Honolulu Advertiser*. In the New York news office of NBC, Len Morgan, formerly of the *Chicago Sun*, has joined the writing staff.

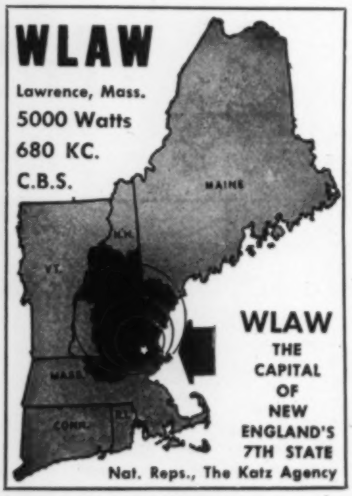
ROBERT E. SMITH has been promoted from the radio sales department of National Concert & Artists Corp., New York, to manager of the special attractions department.

ART HARRIS has left the announcing staff of WHDH, Boston, to join WCOP, Boston.

SPENCER ALLEN, at one time program director of KTAT, Fort Worth, Tex., and now assistant to the chief, of the public relations branch, Fort Monmouth, N. J., has been promoted to rank of Captain.

'Basin' for Jergens

ANDREW JERGENS Co., Cincinnati, which has been planning for some months to sponsor another program in the BLUE Sunday evening 9:15-9:30 spot, currently occupied by *The Parker Family*, will definitely replace that series April 4 with the BLUE sustaining musical show *Chamber Music Society of Lower Basin Street*. A weeknight feature on the BLUE since 1940, the half-hour program will be reduced to a quarter-hour, but will continue to feature Paul Lavalle's orchestra, Prof. "Giacomo" McCarthy, and Milton Cross as m.c. New additions will be Jimmy Blair, baritone, and Ernest Chappell, handling the commercial announcements for Woodbury soap. Agency is Lennen & Mitchell, New York.



WLAW
Lawrence, Mass.
5000 Watts
680 KC.
C.B.S.

WLAW
THE CAPITAL OF NEW ENGLAND'S 7TH STATE
Nat. Reps., The Katz Agency

BROADCASTING

Official U. S. Navy Photo

NO EXPLANATION of which BROADCASTING feature caused Ensign Helen F. Chambers, WAVE officer stationed at the communications office, 11th Naval District Headquarters, San Diego, to smile so broadly. Perhaps it was just some reminder of the past, when Ensign Chambers was editorial assistant in the midwestern office of BROADCASTING at Chicago. She joined the first WAVE midshipman class at Smith College last fall.

Ladies Day at Club

ANNUAL LADIES DAY at the Radio Executives Club of New York was celebrated at the March 10 meeting, with Linnea Nelson, timebuyer of J. Walter Thompson Co., New York, and executive vice-president of the club, presiding. Guest speaker was Claudia DeLys, anthropologist and student of folklore. Out-of-town guests included Edward P. Shurick Jr., KLO, Ogden, Utah; Larry Flynn, WMEX, Boston; Harold H. Meyer, WSRR, Stamford, and Harry G. Bright, WGBR, Goldsboro, N. C. It was announced that the speaker at the March 17 meeting would be James Peckham, executive vice-president of A. C. Nielsen Co., who will probably discuss the Audiometer.

Gene Godt is 18th WHO Staff Member in Service

GENE GODT, newscaster of WHO, Des Moines, became the 18th staff member of that station to enter the armed services last week when he was sworn in as an ensign in the Naval Reserve. He had been with WHO two years, coming from KGKY, Scottsbluff, Neb. Mark Kinsey, formerly of the WHO news bureau, heads preliminary training for aspirants to the Army Air Corps and coaches for re-examination, an activity of the National VFW, Kansas City. John Byrnes left the WHO technical staff to teach at MIT. Other WHO personnel now in the service are:

Maj. Ernie C. Sanders, Springfield, Mo.; Don C. Anderson, Sacramento, Cal.; Lt. Richard H. Anderson, Fort Ord, Cal.; Sgt. David Parker, Fort Huachuca, Arizona; Pvt. Harold Rissler, APO 942, Seattle, Wash.; Pvt. Glen Burklund, Indio, Cal.; Corp. James McCulla, Red Bank, N. J.; RT2c Carroll C. Carter and Y2c Kenneth A. Gfeller, Great Lakes, Ill.; Pvt. Boris Radoff, Waco, Tex.; Pvt. Robert Keith Booth, APO 3343, New York; Lt. M. E. McMurray, Arlington, Va.; Lt. Robert H. Harter, Miami Beach, Fla.; Aux. Pauline Griffith, Fort Des Moines, Ia.; Pvt. Leonard J. Howe, Fort McClellan, Ala.; Pvt. Harry K. Black, Shepard Field, Tex.; and Franklin W. Pierce, U. S. Navy, Hanover, N. H.

Army Forbids Soldiers From Broadcasting on Enemy Radio Stations

AMERICAN soldiers, captured by the enemy, henceforth are prohibited from broadcasting on enemy stations, the War Dept. announced last week.

Pointing out that broadcasts purporting to come from American soldiers held as prisoners of war, have been used by the enemy "for propaganda purposes and have been found to be unreliable, inaccurate and cannot be relied upon by the relatives of a prisoner," the War Dept. said that officers and enlisted men have been instructed to refuse all requests or attempts by the enemy to induce them to broadcast, in event they are taken prisoner.

Japan has beamed many recorded messages, allegedly from American soldiers who had been captured, to this country, even announcing in advance that certain officers and men would speak on the air to their homes. It was pointed out that in some instances the recorded voices had a great similarity and that there was some doubt as to the authenticity of he broadcasts.

Although the War Dept. conceded that men already held prisoner likely would not get the new order and that some of those affected by the rule may be taken prisoner and may be forced to broadcast, it was pointed out that any broadcasts by American military personnel held prisoner probably would be made under duress.

Thurman Arnold Takes Appeals Bench in D. C.

THURMAN ARNOLD, former Assistant Attorney General in charge of anti-trust prosecutions, last week became the sixth member of the U. S. Court of Appeals for the District of Columbia, which handles practically all radio litigation, with his unanimous confirmation Tuesday by the Senate. He succeeds Wiley B. Rutledge, who recently was named by President Roosevelt to the Supreme Court.

His ascension to the bench removes from the Government arena one of its most colorful attorneys. An ardent prosecutor, Justice Arnold was instrumental in bringing many anti-trust cases against industry and labor union alike. There now is pending in the Chicago courts a suit he prepared against James C. Petrillo and the AFM, charging it with violation of the anti-trust laws.

KOL Staff Changes

APPOINTMENTS of Oliver A. Runchey as assistant manager and Archie Taft, Jr. as commercial manager were announced last week by Archie Taft Sr., general manager of KOL, Seattle. Jerry Morris has replaced Tom Schafer in the sales department and Dixie Lou Thompson has succeeded Jeanne Peckenpaugh in continuity and publicity. A. G. Dehly and Tommy Greenhow have joined the announcing staff, succeeding Merril Mael and Frances Armstrong.

Improved in War!

. . . for Better Peace-Time Reception

The rigors of modern warfare are the world's finest proving grounds for communications equipment . . . constant usage and unusual operating conditions in every climate are a severe test of the communications receiver. Hallicrafters equipment is proving its high quality performance capabilities with our armed forces.

Hallicrafters communications receiver Model SX-28 (illustrated) 15 tubes, 6 bands, delivers outstanding reception . . . your peace-time model will be worth waiting for.

hallicrafters
CHICAGO, U. S. A.

The World's Largest Exclusive
Manufacturer of Short Wave Radio
Communications Equipment

The Time to Buy in
Central Pennsylvania

WSBA
900
THE "MID-POINT" ON YOUR DIAL

YORK, PENNSYLVANIA
National Representative: The Walker Co.

Want more sales in Central New York?

[illegible] Pre-sold AUDIENCE OF
WFBL
SYRACUSE, NEW YORK
FREE & PETERS, NATIONAL REPRESENTATIVES

WCHS
CHARLESTON, W.VA.

The Nation's First SYNTHETIC RUBBER PLANT will soon start production in Charleston.

We sell your product as you'd sell it yourself . . . person-to-person . . . sincerely recommending it as one neighbor to another. And it gets results!

WIBW The Voice of Kansas in TOPEKA

All-Purpose Radios Predicted by Fly

Sees Television, Facsimile In Broadcast Receivers

PREDICTION that post-war radio will find a single instrument carrying high-fidelity broadcasting, television and facsimile, was hazarded last Monday by FCC Chairman James Lawrence Fly at his news conference. A similar forecast was made in an editorial in the March 8 BROADCASTING, dealing with post-war planning and urging the newspaper and motion picture industries to take cognizance of the licensing problem that inevitably will arise with such developments.

Alluding to impending developments, Mr. Fly said he believed that in the course of a "very few years" there will be only one service. Separate television, standard, FM and facsimile services and separate receivers will all be washed out, he predicted, and there will be one thorough-going and efficient system.

A Chain Operation

"I would conjecture that it would be based upon the best of the developments we have had to date and those that we get out of war in the FM field and television, including color television. It will be a chain operation carried by radio relay. Radio relay problems are pretty well licked now. It would naturally be chain operation, because we have the programming costs—the difficulty of programming television itself in the various smaller stations.

"I should not be surprised in the course of years if you will have only one receiver. You will have as a basis your highly efficient FM operation and then at appropriate hours the television programs. Every hour or so you will come down and tear off your news reports. We have been in the horse and buggy days up to now."

In its March 8 issue, BROADCASTING stated editorially: "So the post-war radio receiving instrument, in all likelihood, will be at least a three-way device—as ingenious as the aural broadcast service that sprang from World War I. High-fidelity sound reception for those who want to listen, motion pictures probably on a network, and a printed 'newspaper of the air' all will emanate from the same transmitting plant and will be 'received' on the same home device. All this won't happen overnight, but it's as certain as a United Nations victory."

Alluding to the FCC's recent action in relaxing rules on FM and television applications, to permit a flying start in these fields after the war, Mr. Fly said the Commission did this to "encourage FM and television as much as we can and cause the least trouble possible." He declared the Commission wanted to get a demonstration of the good faith and intention of applicants to go ahead.

There were not enough applicants in these fields to cause concern, he said, and in most localities there are plenty of frequencies so there would not be the same embarrassment and difficulties encountered in the standard broadcasting field, because of the scarcity of frequencies.

Agencies

CHARLES H. FERGUSON, executive of BBDO, San Francisco, on the Standard Oil Co. of California account, was recently elected a vice-president. Howard P. Almon, formerly of Botsford, Constantine & Gardner, San Francisco, has joined the Los Angeles staff of BBDO as assistant account executive and copywriter.

RICHARD DUNN, formerly of the media department of Kenyon & Eckhardt, New York, has replaced Hilda Lucey as radio timebuyer of the agency. Jayne Shannon, former secretary of the radio department, has been named an assistant timebuyer. Doris Davenport Smith, formerly of Compton Adv., New York, has joined K & E as a radio commercial writer.

HUBBELL ROBINSON Jr., associate director of radio for Young & Rubicam, New York, is in Hollywood to supervise production of the weekly NBC *Westinghouse Program*.

GORDON F. BAIRD, production manager of Wendell P. Colton Co., New York, has left to join J. M. Mathes Inc., New York, as account executive.

WILLIAM A. JENSEN, formerly with Lennen & Mitchell and Brown & Thomas, both of New York, has joined Swertfager & Hixon, New York, as a member of the plan board and head of sales promotion.

HARRY HARTWICK, copywriter with Young & Rubicam, New York, for *Jack Benny*, *Aldrich Family* and other General Food shows before joining the Air Forces, was honor graduate on Feb. 20 from the Army Air Forces Technical Training School, Buckley Field, Colo., in a class of 600, with a special diploma signed by Maj. Gen. Weaver, commander of all Army Air Forces Technical Training Schools.

WILLSON M. TUTTLE has left A. & S. Lyons Inc., New York production firm, to rejoin the radio staff of Ruthrauff & Ryan, New York. Mr. Tuttle was previously with R&R from January, 1939, to March, 1942, as director of *Big Sister* and *The Shadow* radio programs.

GEO. H. MacDONALD and Frank Dennis have joined Walsh Adv. Co., Toronto, with closing of the Richardson-MacDonald Adv. Service, Toronto. Mr. Dennis will handle radio.

THOMAS H. BATMAN has left J. Walter Thompson Co., New York, to join the copy staff of J. M. Mathes Inc., New York.

JOHN DONALDSON, former NBC writer and director, has joined the New York staff of McCann-Erickson, as a timebuyer.

WILLIAM BERNBACH, director of research of William H. Weintraub Co., New York, has been promoted to director of public relations.

SUMER W. SINGER, of the RCA Victor division of RCA Mfg. Co., Camden, N. J., has joined Buchanan & Co., New York, as account executive.

FRED LUTTMANN of the research department of Benton & Bowles, New York, has been named an assistant account executive on Ivory Snow.

REPORTING FOR DUTY with the U. S. Navy is John Kettlewell (right) formerly executive of the Groves Labs. account and vice-president of the Russel M. Seeds Co., Chicago, as he is sworn in as a lieutenant by Lt. Com. M. L. Horner of the Ninth Naval District Procurement Office.

RAY BROHOLM, former continuity editor of WLS, Chicago, and advertising manager of the American Gas Machine Co., Albert Lea, Minn., has been appointed radio director and timebuyer of Gunther Bradford & Co., Chicago. He succeeds the late Harry Margulies.

JOHN RIDER, Hollywood office manager of the Biow Co., is the father of a girl born March 1. Mrs. Rider was formerly Grace Alworth, radio commentator.

GEORGE BELSEY Jr., has left Hixson-O'Donnell Adv. Inc., Los Angeles, to join Foote, Cone & Belding, that city, as a copywriter.

W. AUSTIN CAMPBELL, former Los Angeles agency head, inducted into the Army several months ago, has returned to civilian status and is associated with the aircraft industry.

Grant Names McGivern New Director of Media

GEORGE McGIVERN, spacebuyer of Blackett-Sample-Hummert, Chicago, for 14 years, and more recently on the advertising sales staff of the *Chicago Sun*, has been appointed director of media of Grant Adv., Chicago. Mr. McGivern will purchase both time and space for the agency accounts.

Perry Dickey, assistant radio director of the Chicago office, has been named radio director of the Grant New York office. Also transferred to New York are Evelen Elam, Mr. Dickey's assistant, and Frank Newton, copywriter. Simultaneously with the shift, *Dr. I. Q.*, sponsored through Grant on NBC, Mondays at 9:30-10 p.m. by Vick Chemical Co., New York (Vitamins Plus), will be written and handled out of New York.

Sees Listening Gain

RADIO'S task of adjusting itself, without previous wartime experience, to the changing public demand was discussed by Eugene S. Thomas, sales manager of WOR, New York, before the Advertising & Selling Alumni Assn. March 9 at the Advertising Club of New York. Mr. Thomas reported a marked increase in the listening audience, together with a new listener group of war workers in the early morning hours from 2-5:30 a.m. He said 700 factories in the New York metropolitan area are picking up for their workers the WOR *Music You Work By* program 4-4:30 a.m.

A tip from MISS PBX

Do YOU KNOW what a P. B. X. telephone switchboard is?

It's the switchboard you see in business places—offices, stores and factories, where a number of telephone calls are handled. "P. B. X." means *Private Branch Exchange.* It is run by one or more operators, depending on its size.

These switchboard attendants are not Bell System employees. They are employed by the different businesses, and they are doing a fine job.

In factories and shipyards, offices and mills, the P. B. X. girls are manning battle stations of their own. Many of the calls going through their boards are tied right in with the war.

One P. B. X. operator called the business office of a Bell System company not long ago and made a suggestion that seems worth passing on.

"We have our hands full," she said. "Lots of times people calling in don't wait long enough for an answer. It would help a great deal if they'd just hang on a few seconds longer, and save calling back again."

This thought is a good one to remember. The next time you call a place of business and your call doesn't get answered as promptly as you think it should, won't you just wait a bit longer before you hang up? If you'll do this, you may not have to make the call all over again.

The calm, effective, courteous use of your telephone is especially important in wartime.

This is a quotation from THE TELEPHONE HOUR, *a regular program heard each Monday night over N.B.C.*

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO, Des Moines

Butler Mfg. Co., Kansas City (oil & farm equipment), 1 *sp*, thru R. J. Potts-Calkins & Holden. Kansas City.
Olson Rug Co., Chicago, 39 *sp*, thru Presba, Fellers & Presba, Chicago.
Continental Baking Co., New York, 300 *ta*, thru Ted Bates, N. Y.
American Chicle Co., Long Island City (gum), 235 *ta*, thru Badger & Browning, Boston.
Johnson & Johnson, New Brunswick, N. J., 312 *ta* for Band Aid, thru Young & Rubicam N. Y., 261 *ta* for Tek, thru Ferry-Hanly Co., N. Y.
Studebaker Corp., South Bend, 43 *ne*, thru Roche, Williams & Cunnyngham, Chicago.
Peabody Co., Mendenhall, Miss. (hosiery), 3 *sp* weekly, direct.
Foster-Milburn Co., Buffalo (Doan's pills), 104 *ta*, thru Spot Broadcasting, N. Y.
Carey Salt Co., Hutchinson, Kan., 52 *sp*, thru McJunkin Adv. Co., Chicago.
The Weatherman, Chicago (Weatherhouse), 2 *sa* weekly, thru Robert Kahn & Assoc., Chicago.

WABC, New York

Electric Razor Repair Service, New York, 3 *sa* weekly, thru Ray-Hirsch Co., N. Y.
Patent Cereals Co., Geneva, N. Y. (Dic-A-doo paint cleaner, Brush Bath), 2 *sa* weekly, thru Moser & Cotins, Utica.
Nature Friend Inc., New York (Magic bird food and accessories), weekly *sa*, direct.
Rose Mfg. Co., Beacon, N. Y. (Tri-ogen rose spray) 3 *sa* weekly, thru Picard Adv., N. Y.
Studebaker Corp., South Bend, Ind. (institutional), 3 *ne* weekly, thru Roche, Williams & Cunnyngham, N. Y.
Spratt's Patent Ltd., Newark (dog food), 5 *sa* weekly, thru Paris & Peart, N. Y.
Dryden & Palmer, Long Island City (Gravy Master seasoning), weekly *sa*, thru Samuel C. Croot Co., N. Y.

WJZ, New York

Manufacturers Trust Co., New York, weekly *ta*, 26 weeks, thru McCann-Erickson, N. Y.
Savarins Inc., New York (restaurants). weekly *sa*, 13 weeks, thru Kenyon & Eckhardt, N. Y.
Smiling Irishman Inc., Los Angeles (used cars), 7 *ta* weekly, 13 weeks, thru Carl Calman Inc., N. Y.
E. Fougera & Co., New York (Magitex dog shampoo), 5 *sa* weekly, 4 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Procter & Gamble, Cincinnati (Ivory flakes), 2 *sa* weekly, 16 weeks, thru Compton Adv., N. Y.
N. Y. Post, New York (new edition), 8 *sa*, 2 days, thru Sherman K. Ellis & Co., N. Y.

WOWO-WGL, Fort Wayne

Centlivre Brewing Corp., Fort Wayne, 312 *ne*, thru Westheimer & Co., St. Louis.
Rit Products Corp., Chicago (dyes), 32 *t*, thru Earle Ludgin & Co., Chicago.
Omar Inc., Omaha (Ranch House pancake flour), 45 *t*, thru MacFarland, Aveyard & Co., Chicago.
Dr. Salsbury Labs., Charles City, Ia. (poultry remedy, disinfectant, conditioner), 39 *sa*, thru N. A. Winter Adv. Agency. Des Moines.
Radbill Oil Co., Philadelphia (Renuzit cleaner), 39 *sa*, thru Harry Feigenbaum Adv. Agency, Philadelphia.

WOR, New York

Axton-Fisher Tobacco Co., Louisville (Fleetwood cigarettes), weekly *ne*, 13 weeks, thru McCann-Erickson, N. Y.

KHJ, Hollywood

Durkee Famous Foods, Chicago (margarine), 2 *sa* weekly, 15 weeks, thru Emil Reinhardt Adv. Agency, Oakland.
Curtis Publishing Co., Philadelphia (*Satevepost*), 13 *ta* weekly, 52 weeks, thru MacFarland, Aveyard & Co., Chicago.
Bell Brook Dairies, San Francisco (dairy products), 4 *sa* weekly, thru Botsford, Constantine & Gardner, San Francisco.
B. Cribari & Sons Co., San Francisco (wines), weekly *sa*, thru J. H. Diamond Adv. Agency, San Francisco.
Coronet Magazine, New York, 22 *sa* weekly, thru Schwimmer & Scott, Chicago.
Macfadden Publications, New York (*True Story* Magazine), 3 *sp* weekly, thru Raymond Spector Co., New York.
Langendorf United Bakeries, San Francisco, weekly *sa*, thru Ruthrauff & Ryan, San Francisco.
Acme Breweries, San Francisco, 2 *sa* weekly, thru Brisacher, Davis & Staff, San Francisco.
Pierce's Medicine Co., Buffalo, N. Y. (Dr. Pierce's Golden Medical Discovery), 6 *sa* weekly, thru Duane Jones Co., N. Y.
Peterson Tractor & Equipment Co., Hayward, Cal., 5 *sp* weekly, direct.

WLIB, Brooklyn

Griffin Mfg. Co., Brooklyn (shoe white), 5 *sa* weekly, 13 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Roxy Theater, New York, 30 *sa* and 2 *sp*, 1 week, thru Kayton-Spiero Inc., N. Y.
Corsetorium, New York (chain stores), 70 *sa*, 1 month, thru A. W. Lewin Co., N. Y.
Harmon Watch Co., New York, weekly *sp*, 13 weeks, thru Moss Associates, N. Y.
Smiling Irishman, Los Angeles (used cars), 42 *sa*, thru Carl Calman, N. Y.
Brooklyn Academy of Music, Brooklyn, N. Y. (operas), *sa*, thru Gunn-Mears Co., New York.

WGY, Schenectady

Grove Labs., St. Louis (Bromo Quinine, vitamins), 3 *ne* weekly, thru Russel M. Seeds, Chicago.
McKesson & Robbins, Bridgeport, Conn. (Calox), 156 *sa*, 39 *ne*, thru J. D. Tarcher & Co., N. Y.
Penick & Ford, New York (My-T-Fine dessert), 20 *ta*, thru BBDO, N. Y.
Fillmore Farms, Bennington, Vt. (milk), 2 *sa*, thru Hevenor Adv. Agency, Albany N. Y.
Vick Chemical Co., New York (Vapo, Vatronol), 3 *sp* weekly, 13 weeks, thru Morse International, N. Y.

WEAF, New York

Planters Nut and Chocolate Co., Wilkes-Barre, 3 *ne* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Charles B. Knox Gelatine Co., Johnstown, N. Y., 6 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Gruen Watch Co., Cincinnati, *sa*, 52 weeks, thru McCann-Erickson, N. Y.
Paramount Pictures, New York ("Hitler's Children") *sa*, thru Buchanan & Co., N. Y.
P. W. Minor & Son, Batavia, N. Y. (Treadeasy shoes), *sa*, thru Stewart, Hanford & Casler, Rochester.
Allen V. Smith Inc., Marcellus Falls. N. Y. (Puritan brand split peas), 5 *sa* weekly, 52 weeks, thru S. R. Leon Inc., N. Y.
Spool Cotton Co., New York (*spool thread booklet*), 5 *sa* weekly, 52 weeks, thru Kenyon & Eckhardt, N. Y.
Grove Labs., St. Louis (Bromo-Quinine), 3 *ne* weekly, thru H. W. Kastor & Sons Adv., Chicago.

WHN, New York

Wm. H. Wise & Co., New York (knitting book), *sa*, *sp*, *ne*, 13 weeks, thru Huber Hoge & Sons, N. Y.
Paramount Pictures, New York ("Hitler's Children"), *sa*, 5 days, thru Buchanan & Co., N. Y.
Sunway Vitamin Co., Chicago, 7 *ne*, 12 *sa*, 11 *sp* weekly, thru Sorensen & Co., Chicago.
The Smiling Irishman, Los Angeles (used cars), *sa*, 13 weeks, thru Carl Calman Inc., N. Y.

WBBM, Chicago

Standard Brands, New York (Stams vitamins) 10 *sa* weekly, 13 weeks, thru Ted Bates Inc., N. Y.
Andy Lotshaw & Co., Chicago (Gorjus and Andy Lotshaw Body Rub) 3 *ne* weekly, 13 weeks, thru Arthur Meyerhoff & Co., Chicago.
Prima-Bismarck Brewing Co., Chicago (Prima beer) 3 *sp* weekly, 52 weeks, thru Newby, Peron & Flitcraft, Chicago.

WDRC, Hartford

Grove Labs., St. Louis (Bromo Quinine), 3 *sa* weekly, 6 weeks, thru Russel M. Seeds Co., Chicago.
Hubinger Co., Keokuk, Ia. (Quick Elastic starch), 5 *sa* weekly, 3 months, thru Ralph Moore, Chicago.
General Baking Co., New York (Bond bread), 15 *t* weekly, 3 months, thru BBDO, N. Y.

Big Spot Campaign Brings 80% Jump In Used Car Buys

New York Firm Gets 2500 Autos In Six-Week Test

AN 80% increase in response to the New York campaign of The Smiling Irishman, Los Angeles used car dealer, is reported following introduction some weeks ago of an extensive spot radio campaign, according to Tony Holzer, dealer representative of the firm.

The firm set up New York offices last July with the dual purpose of buying used cars for resale to war workers on the West Coast and of obtaining drivers and passengers to take the cars out there [BROADCASTING, Jan. 25].

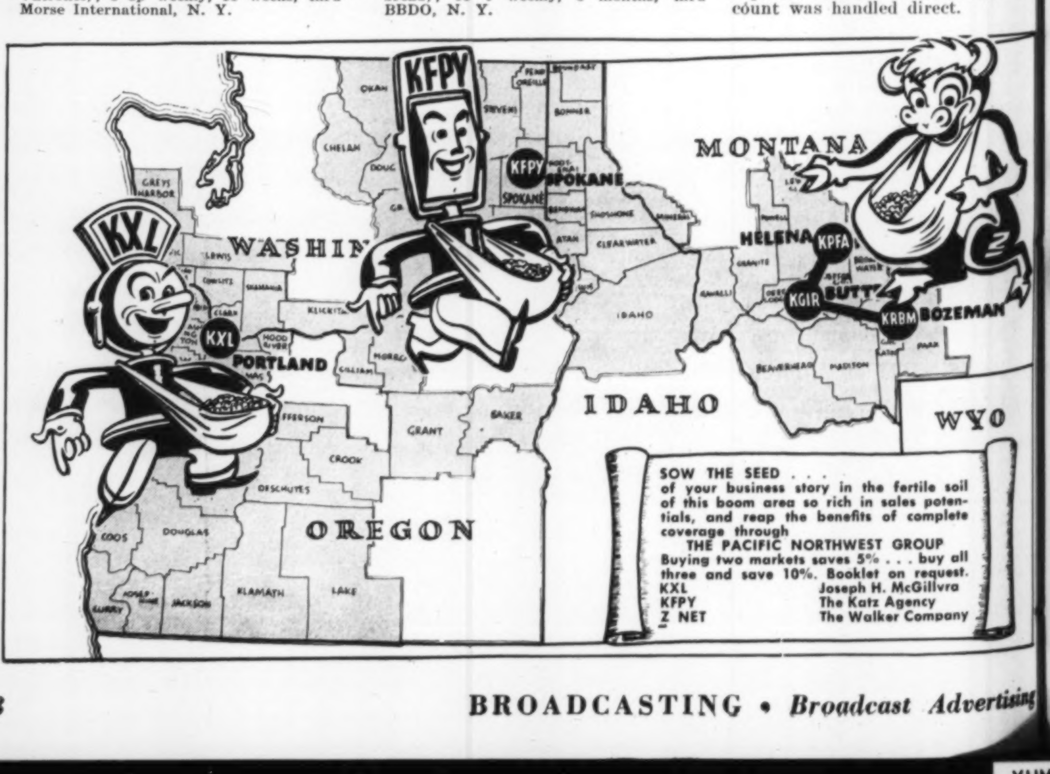
Uses 14 Stations

Newspaper ads were used exclusively up until Jan. 16, when The Smiling Irishman embarked on campaign involving the use of 14 New York stations, with announcements varying from seven to 150 times weekly, for a three-month period. Results to date indicate that radio is the best medium, according to Mr. Holzer.

The overall campaign has resulted in the firm's purchase of 2,500 cars, and a total of 10,000 persons have driven across the country in them. Army and Navy personnel account for 40% of the passengers, while potential war workers have made up the remaining 60%. Agency now handling the New York advertising is Carl Calman Inc., New York.

M Award Program

RADIOMARINE Corp. of America, New York, purchased a half-hour on WJZ, New York, March 8, to broadcast ceremonies accompanying the award of the Maritime M pennant for outstanding production achievement. Speakers included I. F. Byrnes, chief engineer, and H. A. Saul, production superintendent, of Radiomarine. Account was handled direct.



KFPY
KXL
WASHIN
PORTLAND
SPOKANE
MONTANA
HELENA
KPFA
KGIR
BUTTE
KRBM
BOZEMAN
IDAHO
OREGON
WYO
SOW THE SEED . . .
of your business story in the fertile soil of this boom area so rich in sales potentials, and reap the benefits of complete coverage through
THE PACIFIC NORTHWEST GROUP
Buying two markets saves 5% . . . buy all three and save 10%. Booklet on request.
KXL Joseph H. McGillvra
KFPY The Katz Agency
Z NET The Walker Company

Radio Advertisers

NATIONAL BISCUIT Co., New York, purchased a half-hour on WJZ, New York, Friday, March 12, 4:30 p.m. for a broadcast of ceremonies accompanying the Army-Navy E award to the company for production of war materials. McCann-Erickson, New York, is the agency.

WILCO Co., Los Angeles (Bif, Clearex, Stopspot and other household aids), new to radio, in a 13-week campaign started March 15 is using two to seven transcribed announcements weekly on 26 Pacific Coast stations. Agency is Elwood J. Robinson Adv., Los Angeles. Melvin A. Jensen is account executive.

ROXY THEATER, New York, used a heavy schedule of live announcements and participations last week for "The Young Mr. Pitt" and a stage show headlining Grace Moore. A total of 150 spots were aired for one week on WABC WOR WEVD WOV WQXR WMCA WLIB WNEW. Kayton-Spiero Co., New York, handles the account.

E. W. ELMORE, formerly of Pepperdine Foundation, Los Angeles, has been named advertising manager of Burns Cuboid Inc., Santa Ana, Cal. (food balancers).

CRAWFORD CLOTHES, New York, for its men's clothing store in Philadelphia, has launched a 26-week spot and news campaign on WDAS, Philadelphia, to supplement its schedule started earlier on WPEN, Philadelphia. Account is handled by Al Paul Lefton Agency, Philadelphia.

RUBSAM & HORRMANN Brewing Co., Staten Island, N. Y., has renewed for another year twice-weekly sponsorship of Diane Courtney and the Jesters on WJZ, New York, 7:45-8 p.m. Agency is Samuel C. Croot Co., N. Y.

JACOB ROSENTHAL, of the Dept. of Agriculture, has been named executive director of the joint coffee committee of the Pan-American Coffee Bureau and the National Coffee Assn. The groups are engaged in a joint spot radio campaign.

HELLRUNG & GRIMM Furniture Co., St. Louis, recently signed a new long-term contract with KXOK, St. Louis.

SAFEWAY STORES (food chain), recently signed for a series of new programs titled *The Safeway Ration Reporter* to be aired three times weekly on KLZ, Denver, Col.

MERCHANT'S & MECHANICS Bank, Columbus, has been sponsoring a five-minute program of income tax information on WRBL, Columbus, Ga.

Slicker

HIGH NBC officials were mystified by the feats of magic performed by George Provol, program director of KDYL, Salt Lake City, when the NBC War Clinic was held there. George was quite pleased with the results of his show until he discovered that one of his favorite illusions had disappeared. Now he wonders who of the NBC group knows more magic than he.

THE MAY Co., Los Angeles (department store), on March 15 started sponsoring a thrice-weekly quarter-hour program, *Capt. Jack & His American Junior G-Men Club*, on KECA, that city. Contract is for 26 weeks, with an elaborate merchandising plan directed to youngsters. Firm also sponsors a five-weekly 45-minute program of chatter and recorded music on KFWB, Hollywood. Titled *Maytime*, the morning broadcast is directed by Lou Marcelle. May Co. will continue to use announcement campaigns on local stations for special sales and events. Agency is Milton Weinberg Adv. Co., Los Angeles.

PERFECT CIRCLE Co., Toronto (piston rings), on March 8 started transcribed announcements for the balance of 1943 three to five times weekly, on 17 Canadian stations from coast to coast. Account was placed by McConnell-Eastman Co., Toronto.

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (canned food), has renewed for the fifth year *Pierre et Pierrette* four times weekly, on CKAC, Montreal, and recorded for use on CHRC, Quebec. Account was placed by McConnell, Eastman & Co., Toronto.

LADY ESTHER Ltd., Toronto (cosmetics), has started a campaign on CKAC, Montreal. Account was placed by Pedlar & Ryan, New York.

PIERCE'S PROPRIETARIES, Buffalo (medicinal), has added CHML, Hamilton, Ont.; CJRC, Winnipeg; CJCA, Edmonton; CKLW, Windsor-Detroit, to the seven Ontario stations carrying five minute transcribed programs four times weekly. Account was placed by F. H. Hayhurst Co., Toronto.

BENJAMIN MOORE & Co., Toronto (paint), has started *Betty Moore* on home decoration on CFRB, Toronto, weekly. Account was placed by E. W. Reynolds & Co., Toronto.

ST. AUGUSTINE National Bank, St. Augustine, Fla., on March 1 started a seven times weekly quarter-hour show on WFOY, St. Augustine, contract to run 52 weeks.

MINNESOTA
WISCONSIN
IOWA
S. DAK.
N. DAK.
MINNEAPOLIS
ST PAUL

Ask ED CAHN OF THE GEO. HARTMAN AGENCY CHICAGO about

WDGY

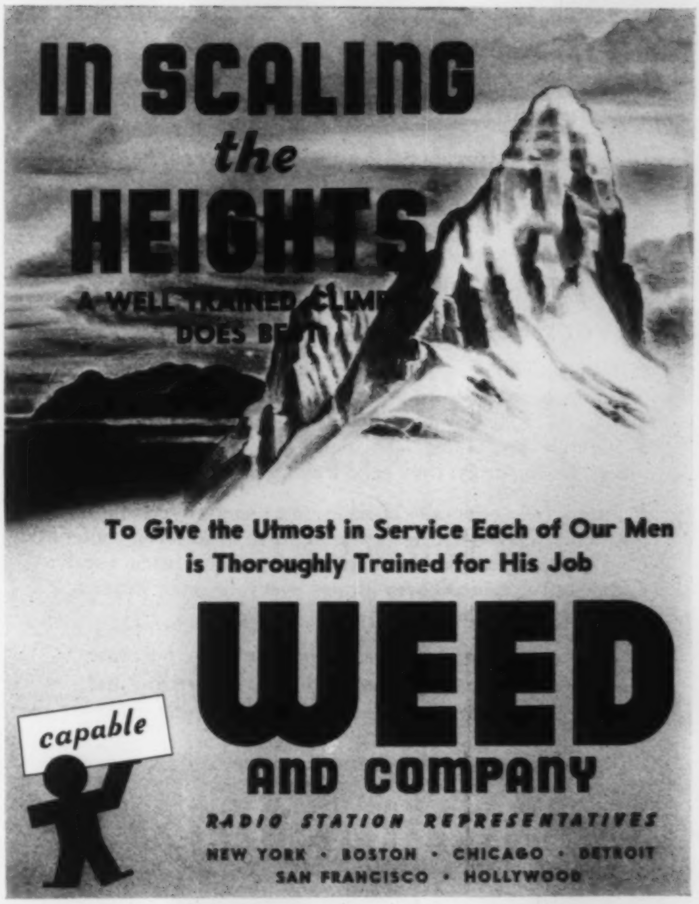
Established 1923 MINNEAPOLIS

He uses five quarter hours weekly for the Manchester Biscuit Company (Waldorf Crackers). Total number of letters received from Sept. 14 thru Feb. 28, 1943—44,704—and every reply includes a Waldorf Cracker Box Top!

NAT'L REPS: WILLIAM G. RAMBEAU CO.

☐ PRIMARY COVERAGE
▨ SECONDARY COVERAGE
Based on NAB Standards

THE NORTHWEST'S BEST BUY!



To Give the Utmost in Service Each of Our Men is Thoroughly Trained for His Job

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

COVER THE REAR

No general worth the brass on his shoulders will advance against an enemy without covering his rear. No matter how important the goal ahead, nor how confident he is of success, he keeps communications open behind him.

In the same way, wise leaders of business, even though they are now engaged in all-out war production, keep open their communication lines with peacetime markets . . . to avoid being "cut off" when war business ends. Keep your contacts by giving people something they value—radio entertainment—to remember you by.

CFRB
TORONTO
860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB

The Sponsor's Wife
never reads it . . . . but for better results, you should!

Radio people know that sometimes the sponsor's wife can clutter up the sale of time contracts and program features like all get out. The little lady just makes up her mind and . . . well, you know the rest.

It has been rumored, of course, that sponsors are important too. People in the know, say that vice-presidents and sales managers, as well as advertising managers and agency men, to mention just a few, also make suggestions about these things. Fortunately, they read Printers' Ink.

Printers' Ink delivers — in addition to spot advertising and marketing news — an interpretive form of editorial content that sparks ideas, hold attention and serves as a handy, authoritative reference for almost everyone on or near your client's planning board.

If you want to reach the sponsor's wife — try radio . . . to influence America's top-flight advertising and marketing people at their jobs, use Printers' Ink.

Printers' Ink
THE WEEKLY MAGAZINE OF ADVERTISING, MANAGEMENT AND SALES
205 East 42nd Street, New York, N. Y.

RADIO NETWORKS, STATIONS AND REPRESENTATIVES USING *PRINTERS' INK* DURING THE PAST YEAR

BLUE NETWORK CO., INC.
BUFFALO BROADCASTING CO.
COLUMBIA BROADCASTING SYSTEM
COLUMBIA PACIFIC NETWORK
COWLES STATIONS
DON LEE BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM
NATIONAL BROADCASTING CO.
N. B. C. SPOT AND LOCAL SALES
NEW ENGLAND REGIONAL NETWORK
WESTINGHOUSE RADIO STATIONS
YANKEE NETWORK
FREE & PETERS, INC.
JOHN BLAIR & CO.
KDAL, DULUTH*
KDKA, PITTSBURGH
KECA, LOS ANGELES
KFEL, DENVER
KJR, SEATTLE
KMBC, KANSAS CITY
KMOX, ST. LOUIS
KNX, LOS ANGELES
KOMO, SEATTLE
KRNT, DES MOINES
KSO, DES MOINES
KWKH, SHREVEPORT
KXOK, ST. LOUIS
KYW, PHILADELPHIA
WABC, NEW YORK
WBBM, CHICAGO
WBT, CHARLOTTE
WBZ-WBZA, BOSTON
WCAE, PITTSBURGH
WCAU, PHILADELPHIA
WCCO, MINNEAPOLIS
WCKY, CINCINNATI*
WCOP, BOSTON
WDAY, FARGO*
WDRC, HARTFORD
WDZ, TUSCOLA
WEAF, NEW YORK
WEEI, BOSTON
WEVD, NEW YORK
WFIL, PHILADELPHIA
WGAR, CLEVELAND
WGBI, SCRANTON
WGL, FORT WAYNE
WGN, CHICAGO
WGR, BUFFALO
WGY, SCHENECTADY
WHBF, ROCK ISLAND
WHEC, ROCHESTER
WHK, CLEVELAND
WHO, DES MOINES
WISH, INDIANAPOLIS*
WJR, DETROIT
WJSV, WASHINGTON
WJWC, CHICAGO-HAMMOND*
WJZ, NEW YORK
WKBW, BUFFALO
WKZO, KALAMAZOO—GRAND RAPIDS*
WLIB, NEW YORK
WLS, CHICAGO
WMAQ, CHICAGO
WMBD, PEORIA
WMC, MEMPHIS
WMT, CEDAR RAPIDS-WATERLOO
WNAX, SIOUX CITY-YANKTON
WNEW, NEW YORK
WOR, NEW YORK
WORL, BOSTON
WOW, OMAHA
WOWO, FORT WAYNE
WQXR, NEW YORK
WRNL, RICHMOND
WSGN, BIRMINGHAM
WSM, NASHVILLE
WSYR, SYRACUSE
WTAG, WORCESTER
WTAM, CLEVELAND
WTAR, NORFOLK
WTRY, TROY
WWL, NEW ORLEANS

*Space by FREE & PETERS, INC.

PRINTERS' INK
reaches advertisers and agencies,
the people who buy radio time

Radio Priceless

MONEY means nothing to the men on Guadalcanal but radio tubes are priceless. So wrote Marine Buford G. Willard to J. G. Thompson of the Hallicrafter Co., Chicago. The Marine sent $3 for a new tube. Mr. Thompson promptly dispatched a tube and three new dollar-bills, keeping Willard's money as a souvenir. Came another letter from Marine Willard: "As for keeping the money as souvenirs and sending the $3 in exchange, there was no need. Money here isn't worth anything. The best souvenir we have on the Island is our radio." Marine Willard sent Mr. Thompson some blood-soaked Japanese currency, taken from the body of a dead Jap soldier.

Guestitorial

(*Continued from page 32*)

the highest daytime rating ever attained for a five-time a week show. Before going network *Can You Top This* was on one New York station and commanded a rating that stood up with many of the best high talent network programs. There are many others to afford ample proof that the all-important audience can be maintained without necessarily using large network hookups with big name talent.

Selected Cities

Spot can supply the answer to problem 2. In using network hookups an advertiser is often forced to include cities of the *basic* network where he does not have distribution but which he must pay for. He *must* buy some stations in this area and some in that. He *must* spend a minimum amount of money. At best his coverage does not enjoy a great deal of flexibility.

When he has selected his lineup of cities he has a group of stations, some of which are first in their market while others rate second or third or fourth. Six o'clock in the East may be an excellent time but what about five o'clock in the Central Time Zone?

Spot permits you to buy just the markets you need during this period of restricted distribution and rationing of products. It permits you to select a good time-period in all your markets and it permits you to buy the biggest audience for the least money. Spot has the flexibility which an advertiser is going to need under present conditions.

In the past, insurance agents sold a man a policy. The client decided or was persuaded that he needed more protection so he bought another policy. Two men under identical circumstances as far as needs were concerned bought entirely different types of protection—one liked the idea of an endowment policy, the other wanted term insurance.

Needs of Client

Today the well-trained agent discusses the needs of the client and lays out a plan so that each policy serves a definite function. When the client is ready to buy again he knows just what the new policy will do and how it fits into the plans he has made.

Spot radio used to be a question of buying *time* in a market, on a good station at a price. Today time salesmen must, like the insurance agent, fit the plan to the client. He is no longer in the business of selling *time*. He is selling *audience*.

The client isn't satisfied to buy a spot at 4 p.m. He wants the best spot he can find that is suitable to his message and one which affords him the opportunity of reaching the largest number of people. With an increasing number of cities where this information is available the spot salesman has opportunities such as he never had before, provided he is familiar with his clients' needs and the audience measurements available to him.

In short, 1943 should be the spot salesmen's year.

120 Labor Programs

LABOR UNION leaders participated in 120 broadcasts over the four major networks in 1942, in addition to local and regional broadcasts, NAB said last week, pointing out that the time was furnished free by stations affiliated with the networks. The total included 37 broadcasts of *Labor for Victory*, weekly NBC sustaining feature programmed on alternate weeks by AFL and CIO.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

"ROUNDING UP"
A LOT OF SALES
IN ST. LOUIS
KXOK
630 KC. • BLUE NETWORK
5000 WATTS • DAY & NIGHT

XUM

Studio Notes

LATEST SUBSCRIBERS to the AP radio news wire from Press Association, radio subsidiary of Associated Press, are KHUB, Watsonville, Cal.; KWTO-KGBX, Springfield, Mo.; KGFF, Shawnee, Okla., and KTBC, Austin, Tex.

PARENTS of Maryland troops stationed in England may hear the voices of their sons through semi-weekly transcribed interviews broadcast on WBAL, Baltimore, through arrangements made with BBC by Stanley P. Richardson, manager of the London office of NBC. A representative of the *Baltimore News-Post* requested Richardson's help in carrying out the plan.

EYEWITNESS stories of the flying service are recounted on *Your Air Force* series on WLW, Cincinnati, arranged by James Cassidy, special events director. First program featured an interview with a young pilot back from North Africa, who described strafing operations against Rommel's tanks.

A UNIT of the WAVES, formed at a recent broadcast of Martha Deane's on WOR, New York, has been "adopted" by program listeners, who are expected to send the girls cookies, lipsticks and other luxuries.

FAMILIES of service men at Army camps in the WBT, Charlotte, N. C., area who have been cited, given awards, or promoted, are notified when to listen to broadcasts of the events over WBT. *Grady Cole's Time* is the program selected by the public relations offices of the various camps on which to air the ceremonies.

NEW NAME of WLW, Cincinnati's former *Views on the News*, roundtable discussion presented each Sunday by Arthur Reilly, Gregor Ziemer and Carroll D. Alcott, is *World Front*.

FURNISHING transcriptions at cost, KTAR, Phoenix, for several months has been recording weddings of air cadets graduating from nearby air training fields. Transcriptions are cut under supervision of Harold Haghawot, chief engineer of KTAR. Outgrowth of an air cadet's request, the service necessitated a special priority for discs used.

WWL, New Orleans, observed the fourth anniversary of the *Esso Reporter* by broadcasting a dramatization of highlights from news and Standard Oil Co.'s part in the war effort, titled *Salute to Service*.

DISABLED entertainers were heard March 6, 10:30-11:00 p.m., over WHOM, New York, in the finals of an amateur talent contest open only to performers incapacitated in some way.

Free Furniture

SERVICEMEN, location unknown, recently were able to equip their recreational rooms through an appeal for furniture broadcast by WIOD, Miami, when the station learned that Government red tape was holding up the works. Listeners provided a long library table, dining table, three chairs, day bed, studio couch, radios and table, straight chairs and living room chair.

TWO transcribed programs produced by Frederic W. Ziv Inc., Cincinnati, have been placed on 17 additional stations. *War Correspondents* has been scheduled on WMBD, Peoria; WSPD, Toledo; WJAR, Providence, R. I.; WING, Dayton; WIBX, Utica, N. Y.; WSBT, South Bend, Ind.; KLRA, Little Rock; WREC, Memphis. *Eye Witness News*, for PA, is sponsored on 120 stations. *The Korn Kobblers*, another Ziv transcribed series, has been placed on: WCBS, Springfield, Ill.; WSOY, Decatur, Ill.; WJPF, Herrin, Ill.; KFVS, Cape Girardeau, Mo.; KDRO, Sedalia, Mo.; KBTM, Jonesboro, Ark.; KXOK, St. Louis; KFSD, San Diego; WIND, Gary, Ind.; KTAR, Phoenix.

KSTP, Minneapolis-St. Paul, has a fully-equipped sound theater in its studios, providing a 200-seat theater for film screenings and for use by KSTP clients for sales meetings.

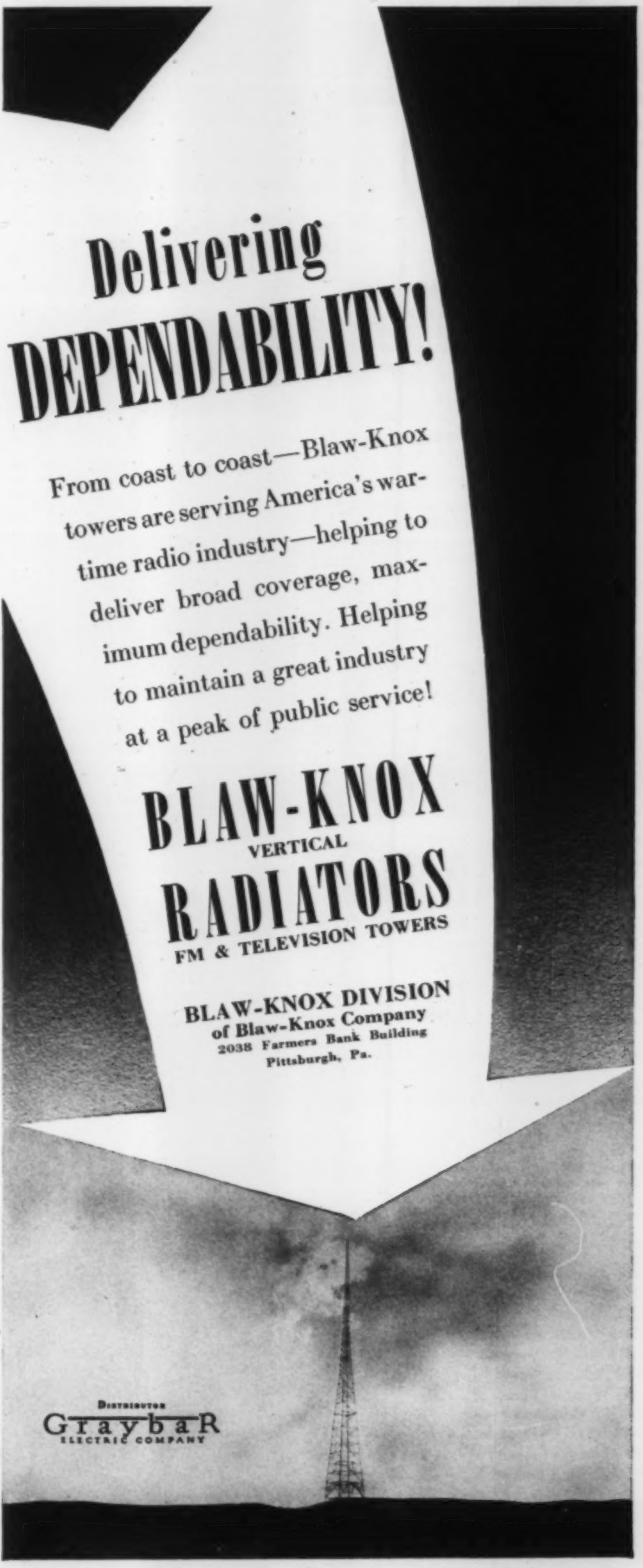
SOUNDSCRIPT REPORTERS Inc., an organization offering accurate coverage via transcriptions of conventions, conferences and meetings of all types, has been organized at 17 E. 42d St., New York, with Calvin Truesdale as president.

A NEWS service for workers at the Philadelphia Navy Yard is being provided by WCAU, Philadelphia. A series of daily five-minute news broadcasts goes to the employes during the lunch period direct from the WCAU newsroom by wire to a P.A. system.

OFFICERS and men of nearby Stewart Field, West Point, N. Y., supply the music of the Stewart Field orchestra, which includes many ex-members of name bands, on the half hour weekly *Wings of West Point*, WGNY, Newburgh, N. Y. The program is broadcast remote from the U. S. Military Academy theater.

AGENTS from various insurance companies participated in a February War Bond sales drive sponsored by the companies on WRBL, Columbus, Ga. Schedule included the paid half hour *Any Bonds Today?* and additional morning and afternoon five-minute periods.

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
The Katz Agency, Inc. — Representatives



Delivering
DEPENDABILITY!
From coast to coast—Blaw-Knox towers are serving America's wartime radio industry—helping to deliver broad coverage, maximum dependability. Helping to maintain a great industry at a peak of public service!
BLAW-KNOX
VERTICAL
RADIATORS
FM & TELEVISION TOWERS
BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 Farmers Bank Building
Pittsburgh, Pa.
Distributor
GraybaR
ELECTRIC COMPANY

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N. B. C.

Business in Jackson and Mississippi Still Swings UPWARD!

Another month of increasing business activity in MISSISSIPPI was recorded in January!
JACKSON and MISSISSIPPI tied for honors—both showed an increase in business of 20 per cent in January, 1943 as compared to January, 1942.*
The effect of bumper crops and high farm prices plus all-time highs in industrial and general employment and wages are the reasons WHY for the UP Market in Mississippi today.

And, WJDX dominates this market! WJDX can make your product DOMINANT in Mississippi, too!

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

TRANSRADIO PRESS SERVICE Inc., has moved its Los Angeles offices to 1680 N. Vine St., Hollywood. Telephone is Granite 7710.

INTERPRETING the part of the Rocky Mountain Region in the war effort, a new half-hour variety show is being aired over KOA, Denver, Thursdays at 9:30 p.m. (MWT). Program, scripted and directed by Jack Weir Lewis, is joint presentation of Rocky Mountain Radio Council, Colorado Council for Defense, Denver Regional office of the OWI and KOA.

MENU PLANNING and other suggestions for women under war restrictions comprise a new half-hour program, *Calling All Women*, recently introduced on WCCO, Minneapolis, Minn. Jeanette Campbell, home economics expert, and Darragh Aldrich, Minnesota authors, provide information and interviews. Vicks Chemical Co. continues to sponsor the 3:45-4 p.m. portion of the program with Darragh Aldrich Monday, Wednesday and Friday.

SALVAGED PARTS and scraps from the transmitter workroom were used by the engineering staff of WCBI, Columbus, Miss., in a recently completed program of repairing and adding to the transmitter building.

KGNC recently started a program known as *Locally Speaking* aired each Tuesday and Thursday at 5:00 p.m. Program is written and given by Lewis Nordyke, member of the editorial staff of the *Amarillo Globe-News*. Mr. Nordyke deals with strictly local items not usually included on general newscasts.

MAURICE DREICER, producer and program originator, has formed a Voice Analysis Service, with offices at 998 Fifth Ave., New York.

CHIMES from an old mission bell in the tower of KMTR, Hollywood, are used to sign the station on and off the air.

Post-War Plan

(*Continued from page 13*)

power, arbitrary public authority and unregulated monopolies".

The Board aims at stabilizing the national income at 100 to 125 billions a year, but comments that "the Government need not and should not alone undertake the attainment of such high national production."

"The main reliance for an effective consumer demand must come from private activities taking the lead in opening of new enterprises and in using our new productive capacity," the report said. No specific mention was made of the role advertising could play in creating and channeling demands in this $125 billion economy, but industry leaders saw the statement as an invitation to plan ahead.

According to the report, rationing of consumer and durable goods would undoubtedly continue for sometime after the war. Until plants could be reconverted, and raw materials allocated, the wartime price and distribution controls were considered essential.

Management Stimulation Urged

Government regulation of business would be vastly expanded, under post-war plans which the Board said are based on wartime experience. Mixed corporations with joint Government and private participation are suggested in critical war industries, such as base metals, synthetic rubber, chemicals, shipbuilding and aircraft.

Other fields in which these semi-Government organizations would function are housing, transport terminal reorganization, air transport, electric power and communications, with no mention of particular branches of communications.

Of more direct concern to the broadcaster, it appeared, was the announced purpose of the Board to "stimulate initiative and resourcefulness of management, and to open to channels of investment opportunities" as well as steps "to prevent the abuse of economic power".

Investments Confined

Initiative would be stimulated by adjusting Federal fiscal policies retaining a graduated tax structure with emphasis on individual income and less reliance on corporate income taxes; reduction of consumption taxes, but maintenance of a public works program. Such a tax program, the report advised, "should be conceived and administered to complement and supplement these activities of private enterprise in the maintenance of adequate effective demand".

Of interest to broadcasters, too, is the avowed intent of the Board, under such an economic system, to prevent concentration of industrial production by preventing large industrial firms from branching into unrelated fields in search of outlets for accumulated capital. This, the report pointed out, would prevent a concern operating an old industry from acquiring control over an unrelated industry, often in a new field.

The report was prepared under the direction of Frederick A. Delano, uncle of the President. Only last month, the House refused to appropriate funds for the future operation of the Board.

Digging In

A LOT of American ingenuity is being exercised at KDB, Santa Barbara, where manager Fin Hollinger, three 4F engineers and a secretary are doing the work that formerly required a staff of 14. The three engineers—one with one eye, one with one leg, and one with one side partially paralyzed—are all crack announcers, and double on programming. Mr. Hollinger handles management, sales and continuity, and his secretary handles the traffic dept. Yes, they're looking for help.

THREE MEMBERS of WHOM, Jersey City, have written a war song, "Don't Blame Uncle Sam, Blame the Axis," to be published by Colonial Music, New York. Collaborators were Harry Sperber, formerly of the German department, now in the Army; Bernie Fiedler, station pianist; and Charlie Baltin, assistant director of war activities.

RED CROSS rally with 2,000 workers from New Haven and 15 adjoining districts featured a broadcast over WELI, New Haven, Conn. Prof. William Lyon Phelps was m.c., Mayor John W. Murphy welcomed the group and Father William O'Conner, in France at the time of its fall, spoke on the humanitarian work of the Red Cross at that time. Motion picture stars Ruth Hussey and Lon Chaney Jr., also talked.

COURSE IN RADIO WRITING conducted on Thursday evenings by Chicago network continuity editors and freelance writers started last week at the Abraham Lincoln school. Course will last 12 weeks and cover all phases of radio writing and production. Instructors are: George Roosen, CBS; Orin Tovrov, author of NBC *Ma Perkins;* Louis Scofield, Ruth Walliser, freelance; Leslie Edgley, Hobart Donovan, BLUE.

Consistently
Better
Service
—To our clients

$$$ WTOC $$$

Savannah, Georgia
CBS - UP News - 5,000 Watts
Reps: the KATZ AGENCY

WANTED:
More Laundries—on the Air!!!

THE W. E. LONG CO.
SPOT TRANSCRIPTIONS
KING'S JESTERS
Can Be Used For Any Laundry Anywhere

ASK ANY OF THESE STATIONS WHAT THEY THINK ABOUT THESE KING'S JESTERS SPOTS FOR LAUNDRIES

KVSF Santa Fe, New Mexico
KGLU Safford, Arizona
WKIP Poughkeepsie New York
WCBS Springfield, Illinois
KLUF Galveston, Texas
WWSW Pittsburgh, Pennsylvania
KFEQ St. Joseph, Missouri
KFBB Great Falls, Montana
WMFD Wilmington, South Carolina
WOOD WASH Grand Rapids, Michigan
WNOX Knoxville, Tennessee
WGNY Newburgh, New York

They All Bought It

Write for your audition transcription to

THE W. E. LONG CO.
155 North Clark Street Chicago, Illinois

IT'S A MAN'S JOB, running locomotives, but here the male of the species interviews a woman locomotive engineer in a wartime about-face as Myron Fox, special events director of KDYL, Salt Lake City adds another page to *Women at War*. The weekly quarter-hour is sponsored by Salt Lake Knitting Store. Program ties in with WAAC, WAVE and Red Cross displays in the store and is reported to be boosting sales handsomely.

Capital Editors, Industry Agree on Publicity Plan

RADIO EDITORS of Washington's newspapers and publicity representatives of local stations met last Tuesday to iron out some of the duplication of features and pictures which had frequently occurred. As a consequence of the friendly get-together each editor was able to indicate his preferred type of material and slants on the news, resulting in a more suitable distribution of copy and art to each newspaper on the exclusive basis which the editors held necessary.

Attending were Ernest Schier, *Washington Post;* John Stepp, *Sunday Star;* and Dwight Martin, *Times-Herald*. For radio, Neal Hathaway and Leif Eid, WRC; Bill Neel, WMAL; Lee Chadwick and Mary Frances Zarbock, WJSV; Charles Zorhurst, WOL, who also represented G. Bennett Larsen, WWDC, as a courtesy, and Martha Kearney, WINX.

Congress Probes

(*Continued from page 16*)

Civil Service inquiry into purported overstaffing of Government agencies; House scrutiny of draft deferments in Federal agencies (the FCC has been singled out for criticism because of some 400 deferment requests); the Senate Appropriations Committee in connection with the 1944 fiscal year Independent Offices Appropriation, covering the FCC; the Smith Select Committee of the House, inquiring generally into "bureaucracy" on the basis of complaints filed against agencies, and perhaps three or four other current Congressional studies which cover broad overall Government operations.

Hearings on the White-Wheeler Bill may be called within a fortnight, it was indicated in Chairman Wheeler's behalf. The Montanan has been indisposed and was said to be withholding formal announcement of plans until his complete recovery. It is expected that Chairman Wheeler himself will head the Senate Committee, whether it be the full Interstate Commerce Committee or a subcommittee thereof, for the hearings on the reorganization measure.

Senator White (R-Me.), who drafted the bill, is certain to be a member of the subcommittee if one is named.

When the House committee will get underway is problematical. Encouraged by its victory in preventing decimation of the Committee through creation of the new Aviation Committee, the House group is planning active consideration of several lines of legislation, including communications. The communications subcommittee is expected to be very active. Whether it will hold new hearings promptly on the Holmes Bill, or some modification of it, depends to some degree on what the Cox Select Committee may develop in its FCC inquiry. If an 11-man subcommittee is appointed, it will be the largest named by the House for communications legislation.

Unprecedented attention is being given radio in Congress this session. Practically every day addresses are made on either House or Senate floor relating to the medium, usually in criticism of purported regulatory excesses. Last Tuesday Senator Brooks (R-Ill.), is an address on freedom of the press, cited the "hostile attitude of the FCC" toward newspapers, presumably referring to the purported ownership divorcement efforts. In a succeeding address, Senator Wiley (R-Wis.) took up freedom of the press and of radio and cited the "censorship policies of the Government, the FCC licensing policies, Government use of the press, Government use of radio, and the invasion of Government into the publishing business."

Referring to the censorship codes, he pointed out that broadcast stations were "under more stringent censorship than the press, because radio is not domestic in any sense of the word."

Giving the Senate a chronology of "Nazi press and radio control in Germany", as well as studies of similar controls exercised by other Axis countries, Senator Wiley drew a parallel to developments in this country. Alluding directly to radio, he said that "today the FCC has a life-and-death power which it can wield over every radio station in the land, and we know that the Chief Executive has the authority to seize any and all radio apparatus and equipment."

KDKA

W

"EVER HEAR ABOUT THE GLACIER THAT MADE THE RED RIVER VALLEY ONE OF THE HOTTEST MARKETS IN AMERICA? GET THE FACTS FROM WDAY—WRITE FER A COPY OF THEIR NEW DATA BOOK!"

WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

Lingo

—a name to remember when the war is forgotten

★

VERTICAL TUBULAR STEEL RADIATORS

★

PATENTED FM TURNSTILE RADIATORS

★

We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.

★

JOHN E. LINGO & SON, Inc.
CAMDEN, NEW JERSEY

TOO MANY OWI PUFFS

Reduction of Announcements, Better Programs Urged by KOB Manager

REDUCTION of the present Office of War Information's Government announcement schedules for network-affiliated stations is suggested as a means of better serving the public by Frank Quinn, manager of KOB, Albuquerque, N. M., newspaper-affiliated station.

In a letter to Robert B. Hudson, consultant of the OWI Radio Bureau for the Rocky Mountain area, Mr. Quinn takes the Government to task for scheduling too many announcements on radio.

Duplication of Effort

"As far as we are concerned it is not much trouble to schedule these announcements," wrote Mr. Quinn. "We are thinking of the effect on the radio audience. After all, the people don't have to listen to these announcements and if we jam too many of them down their throats the net result will be a loss of audience and this will be to the detriment of everyone concerned."

Commenting on present OWI setup, Mr. Quinn asserted: "If we discontinue all of the transcribed OWI announcements we should still have, in our opinion, too many Government announcements." Pointing out that virtually every network program, commercial and sustaining, carries some Government announcement pertaining to the war effort, Mr. Quinn contended that stations carrying network broadcasts are duplicating war announcements when they also schedule them on locally-originated shows.

KOB carries the *Uncle Sam* transcribed series, produced by the OWI for sponsorship, but the station has been unable to sell it, according to Mr. Quinn.

"It was our understanding that this series was to consist of good entertainment which would make the program attractive to both the listener and the advertiser," wrote Mr. Quinn. "We find, however, that these programs for the most part are virtually devoid of entertainment value. We have offered them without success to several accounts on the basis that it would be a patriotic gesture to sponsor them."

Mr. Quinn suggested that the 15-minute OWI programs be produced "according to proven formula of good entertainment by outstanding artists, interspersed with announcements pertaining to the war effort. As presently constituted they are entirely superfluous in view of the fact that practically all subjects are covered by the announcements."

Several different types of programs under different titles should be offered for sponsorship by the OWI, Mr. Quinn contended, giving cities of more than one station a variety of Government broadcasts.

1,200 YEARS OF RADIO

That's Total Record of NBC Time on Stations

NBC STATISTICIANS report that during 1942 NBC devoted an average of more than five hours of its own time daily to public service and war effort programs. They also reveal that 11 new stations joined NBC last year; 10 stations increased their night power and three increased day power, producing a total network power increase of 8%.

Statistics also show that 54% of all NBC evening network time is occupied by programs using the full network. If the total number of hours all NBC stations have been on the air since 1926, when NBC was formed, were laid end to end, they would be the equivalent of 1,200 years of broadcasting.

WJSV's *Labor News Review With Albert N. Dennis*, said to be the oldest program of its kind, March 13 completed its 452d consecutive week without missing a broadcast. Founded in 1934 by Albert N. Dennis, who is still director and commentator, program, on the air Saturdays at 6:30 p.m., is devoted to factual summary of events affecting labor and industry and sometimes includes prominent guests. Mr. Dennis is news editor and senior member of the CBS Washington general news staff.

RELAXING ON A RANCH in Arizona from the rigors of the radio manufacturing business are these two Chicago cowhands, left, Thomas A. White, sales manager of the Jensen Mfg. Co., Chicago, and Burton Browne, president of the Chicago agency bearing his name.

Renuzit Spots

RADBILL OIL Co., Philadelphia, will start its largest radio campaign April 5 for Renuzit dry cleaner, using 13 stations in a 26-week campaign. Emphasis will be on conservation of clothes, especially for war workers. Thrice-weekly participation on women's programs has been scheduled on WOR WJR WLW WOWO WRC WFBR WBZ WBZA WTIC WJAR WCSH WLBZ. In addition five quarter-hour news periods weekly have been scheduled on WIP, Philadelphia. The campaign was drawn up by Ralph Hart, radio director of Harry Feigenbaum Adv. Agency, Philadelphia. Harry Feigenbaum is account executive.

Sportscasters Donate Blood

SPORTS BROADCASTERS Assn., a group of some 30 in the New York area, appeared en masse March 10 to donate blood to the Red Cross. An account of proceedings was broadcast on Mutual by Dave Driscoll, WOR War Services Director, while donating blood. Among those attending were: Bill Stern, Ted Husing, Red Barber, Stan Lomax, Connie Desmond, Mel Allen, Marty Glickman, Bert Lee, Jack Stevens, Early Harper, Tom Slater, Bob Harlow, Ralph Palmer, Glen Perkins.

CANADA
LAKE ONTARIO
THE ATLANTIC
NEW YORK CITY
THE HUDSON CIRCLE,
where WGY makes the market

ONLY WGY has the POWER (50,000 watts), the PROGRAMS (NBC plus the region's foremost local shows), and the POPULARITY (based on 21 years of service) to put together a 1½-Billion-Dollar Market in the Hudson Circle.

Represented Nationally by NBC Spot Sales

WGY
GENERAL ELECTRIC
WGY-192

WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE • FOR DEFENSE
BUY U. S. BONDS TODAY

The Red Cross has Problems like your own

—of Planning

Your Red Cross operates a vast planning program to enable it to be ready for any disaster or emergency anywhere—whether it comes in the Americas, Europe, Australia, Asia, or Africa.

—of Organization

Your Red Cross is responsible for the smooth operation of 3,750 chapters and 6,000 branches, all engaged in the same enterprise of helping all who need help.

—of Personnel

Your Red Cross has tripled its staff since Pearl Harbor and has had to enlist the aid of and train over 6,000,000 volunteers in the principles of First Aid, Water Safety, Accident Prevention, Home Nursing, Nutrition, Nurse's Aideing, Mass Feeding, Motor Mechanics, and other subjects allied to our country's war effort.

—of Production

Your Red Cross is not only one of the world's foremost purchasers of supplies, but it has the immense distribution job of collecting millions of items from 10,000 different communities in the United States, assembling and storing them, and then shipping them to practically every country in the world. Last year your Red Cross shipped some $60,000,000 worth of food, clothing, and medical supplies to over 20,000,000 homeless people in foreign countries.

—of Finance

Your Red Cross, whose war-time and post-war expenses will run well into hundreds of millions, must account to the public for every penny it collects and puts to work. Its accounts are audited annually by the U.S. War Department.

The Red Cross faces the same problems as are in your business. With your support it can successfully meet them.

The Second War Fund is greater than the First, but no greater than the increased needs.

Business men can help with time and with money, as organizations and as individuals.

March is the Red Cross month . . . Cooperate with your Red Cross Chapter.

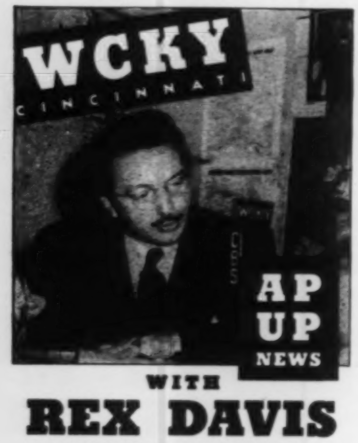
Your Dollars help make possible the

AMERICAN ✚ RED CROSS

This space contributed by BROADCASTING *Magazine*

Bergen From Mexico

CLIMAXING a week of guest appearances for the Mexican Red Cross and various war relief functions, at that government's invitation, Edgar Bergen and Charlie McCarthy, featured on the weekly NBC *Chase & Sanborn Show* sponsored by Standard Brands, will cut in their portion of the March 21 broadcast from Mexico City with balance of the cast being heard from Hollywood. It is believed to be one of the first times a portion of a major network variety commercial series has originated from Mexico. Accompanying the pair will be Joe Bigelow, writer; Earl Ebi, NBC, Hollywood producer, and Harold J. Bock, western division press relations manager of the network.



WITH
REX DAVIS
4 TIMES DAILY

PACKER BUYS TIME TO ACQUIRE CUKES

CALIFORNIA CONSERVING Co., San Francisco (CHB products), has solved the problem of how to obtain cucumbers to be processed into pickles. Since cucumbers are not on the list of essential foods, many truck gardeners will not grow them because the Dept. of Agriculture will not help with priorities on labor, fertilizer and machinery.

The packing company, realizing it soon would be short of pickels, decided to ask the public to grow cucumbers. Then it will buy the "cukes", process them into pickles and sell them back to the public. A weekly victory garden program has been started on KGO, San Francisco, conducted by Rolly Langley, under the title *V for Vegetables.* Commercials offer free cucumber seed and explain that the sponsor will buy all Victory gardeners will sell. If the plan proves successful, the company plans to expand to the BLUE Network.

FCC Deferments Studied

A REPORT on staff members of the FCC deferred as essential to the war effort has been requested by the House Military Affairs subcommittee studying draft policies of Federal agencies, a representative of Rep. Costello's group said last week. He said he understands the FCC is now preparing its answer. In all probability a spokesman for the Commission will be called to testify at public hearings on the report, he added.

SARTORIAL MATTERS as well as business occupied attention of these Standard Brands executives and talent on the weekly NBC *Chase & Sanborn Show*, during a pre-broadcast conference. Preoccupied quartet (l to r) are Charles Bowman, manager of pharmaceutical department of the food firm; Charlie McCarthy and Edgar Bergen, stars of the show, and William Finger, assistant to the president of Standard Brands.

Hale for Sinclair

SINCLAIR REFINING Co,. New York, is following Richfield Oil Corp. in sponsorship of *Confidentially Yours* on a Mutual network beginning March 16. Program of feature news prepared by Transradio Press and broadcast by Arthur Hale has for some time been sponsored on 27 eastern MBS stations by Richfield Oil on Tuesdays, Thursdays and Saturdays 7:30-7:45 p.m. (EWT). Sinclair will sponsor the same program on 103 Mutual stations in the Midwest and Rocky Mountain areas on the same days in the 7:45-8 p.m. spot, giving Hale an uninterrupted half-hour of broadcasting. Both sponsors are subsidiaries of Consolidated Oil Corp., New York. Agency is Hixson-O'Donnell Adv., New York.

Gordon Bread Spots

GORDON BAKING Co., Detroit, on March 10 started one-minute transcribed announcements on a varying basis on seven stations in Chicago, New York and Detroit, for Silver Cup Bread. Schedule includes three news programs weekly on WABC, New York. Gordon, which has been comparatively inactive in radio recently, has been handled since the first of the year by C. L. Miller Co., New York.

KFFA Joins Mutual

KFFA, Helena, Ark., on April 1 will become a Mutual affiliate, making a total of 208 MBS outlets within the United States. Owned by Helena Broadcasting Co., KFFA operates on 1490 kc., 250 watts fulltime.

Where Sales Multiply
Air Castle of the South
W
E
50,000 WATTS
CLEAR CHANNEL
WSM
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, IN
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC

RADIO STAR NAMED IN CELANESE SUIT

DIRECTORS of the Celanese Corp. of America are charged with spending $1,000,000 to "further, foster and subsidize the career, fortunes and popularity" of Jean Tennyson, star of the company's radio program on CBS and wife of Dr. Camille Dreyfus, president of the company, in a stockholder's suit filed last week in the New York Supreme Court by Seymour Bayer.

Suit to recover $1,350,000 charges that the increased demand for and curtailed supply of the company's products for civilian consumption have compelled the corporation to "put into effect a rationing program of its products to its customers". Despite this, the complaint states, the directors of the company authorized an advertising program which cost $1,000,000 last year for the sponsorship of *Great Moments in Music*, an operatic program featuring Miss Tennyson. Program started Jan. 7, 1942, Wednesdays, 10:15-10:45 p.m., on 51 CBS stations. Time was subsequently changed to 10-10:30 p.m. and coverage was expanded to the full CBS network of 116 stations, on which program is currently broadcast. Celanese advertising is handled by Young & Rubicam, New York.

Officials of the Celanese Corp. declined to comment on the suit, pending the filing of a formal reply by the company's counsel.

KWKW, Pasadena, Cal., Seeks Control Transfer

TRANSFER of control of KWKW, Pasadena, Cal., from Marshall S. Neal, and Marshall S. Neal as trustee of all other stockholders of record, to L. W. Peters is sought in an application filed March 11 with the FCC. Mr. Neal, a Pasadena merchant at the time KWKW was authorized in August, 1941, has been its general manager and principal owner. Mr. Peters is general manager of KIEV, Glendale, Cal. and owner of the National Motel System, a California corporation, with headquarters in Glendale.

The transfer involves all common stock, 5,355.67 shares, for which Mr. Peters would pay $1 per share. A petition is now before the California Commission of Corporations to increase to 10,000 shares the amount of common stock, for which Mr. Peters would pay the same price.

another reason
A convenient spot on the dial never hurt any station. That's ANOTHER REASON why KECA has a big audience. Los Angeles retailers have discovered KECA is the Bargain Buy for all Southern California.

KECA
OF LOS ANGELES

Earle C. Anthony, Inc.
BLUE NETWORK AFFILIATE • FREE & PETERS, Inc., National Representatives

AFRA Increase Negotiations With Recorders Are Deferred

Disc Makers Balk at Union's 10% Boost Plea; Artists' National Board Sounds Out Locals

DISCUSSIONS between transcription companies and the American Federation of Radio Artists over revision of their contracts are temporarily suspended while the union collects the views of its national board members and also of the boards of directors of the four locals principally concerned, New York, Chicago, Los Angeles and San Francisco.

At an open meeting at the New York offices of World Broadcasting System last Monday, AFRA proposed that the minimum wages called for in the present transcription code be raised 10% in line with increases of that amount recently agreed upon by the union and the networks in the AFRA sustaining and commercial codes covering programs on the national networks and on major stations in key cities. These increases are based on higher cost of living.

Increase Deemed Unfair

Transcription executives expressed the feeling that a 10% increase is not justified in their case. They pointed out that the other contracts dated back two years and that during the interval between their signing and reopening the actual cost-of-living increases had been 16.7% for the sustaining code and 19% for the commercial code, but that AFRA had accepted 10% increases in each case.

The transcription code, however, was signed much later than the others and at a time when the cost of living was at a considerably higher level. Since then it has risen only 9.9%, they stated, arguing that it is unfair to the transcription companies and their clients to demand the same increase from them as was given in the other contracts.

AFRA responded that the terms of the transcription code, as originally agreed to, were based on the terms of the network sustaining and commercial codes and that the union does not now wish to disturb this relationship. After a lengthy discussion the transcription executives suggested that they would be willing to allow a smaller increase, probably about 5%, in minimum scale, in exchange for any extension of their contract until Nov. 1, 1944, giving them a common expiration date with the other codes.

To Meet Again

No conclusion was reached and the meeting adjourned with AFRA's agreement to contact its board members, after which another meeting with the transcription companies will be called. As in the case of the network's conversations with AFRA over the revisions in the commercial code, a group of advertising agency radio men were present as observers.

Transcription industry was represented at the meeting by: Chas. Gaines, World Broadcasting System; C. O. Langlois, Lang-Worth Feature Programs; C. Lloyd Egner and R. P. Myers, NBC; Ray Lyon, WOR; C. M. Finney and John R. Andrus, Associated Music Publishers; Emily Holt, National Executive Secretary, and George Heller, assistant executive secretary, acted for AFRA. The agency observers included: A. K. Spencer, J. Walter Thompson Co.; Leonard Bush, Compton Adv.; James Sauter, Blackett - Sample - Hummert; C. M. Rohrabaugh, Arthur Kudner Inc.

Commercial contracts are now being revised by AFRA attorneys in line with the agreement and are expected to be submitted to the networks and independent producers early this week. Letters of acceptance of the conditions of the revised code have been sent to the networks for transmission to the advertising agencies placing business with them. AFRA hopes that by the end of the week the commercial code will have been submitted to the War Labor Board, which has already received the AFRA sustaining code. All contracts calling for wage increases must now be approved by the WLB, before becoming effective.

Perrin to Ad Council

EDWARD O. PERRIN has resigned as vice-president of McCann-Erickson Inc., New York, to become campaign manager of the Advertising Council, New York. His resignation goes into effect April 1. Prior to joining McCann-Erickson in 1929, Mr. Perrin was a partner in the Olmstead, Perrin & Leffingwell Agency, formed in 1925. He was formerly with J. Walter Thompson Co.

162 Advertising Agency Account Executives
Space Buyers & Officers
(Ross Federal Research & Sales Management)
PICK
WIBX
Utica, N. Y.'s *ONLY* Radio Station!
3RD. In Middle Atlantic Test Market
Columbia's Middle Link in Central New York

NAB ENDS SURVEY OF 48-HOUR WEEK

NO NEW manpower developments under the 48-hour work week regulations were revealed last week, but NAB officials, studying reports on meetings with Washington, Baltimore and Springfield, Mass., station officials, concluded that readjustment of each department in a radio station offers individual problems that will have to be submitted to regional manpower commissioners.

The report, prepared by Joseph L. Miller, NAB labor relations director, will be presented to WMC members this week. Mr. Miller sees no chance that broadcasters as such can be exempted from the 48-hour week rule, but believes that NAB has developed a strong case proving that regional WMC directors should give special attention to broadcaster's problems.

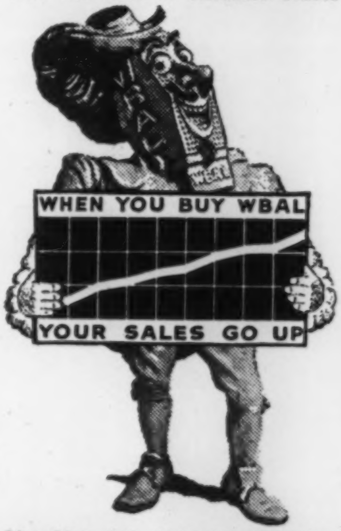
A breakdown of the report shows, he say, that some departments in individual stations, both large and small, can operate on 48 hours, while similar departments in other stations cannot. He said the adjustment depends generally on the station's broadcast schedule, so each station must be considered separately. To insure this, he reported, NAB hopes that WMC will direct regional chiefs to give particular attention to radio cases.

ENGINEERS TO GET GASOLINE C CARDS

AMENDING of gasoline restrictions to provide C rations for radio broadcast engineers and technicians who carry heavy equipment to temporary remote locations was announced by OPA last Thursday after NAB and network representatives had protested an earlier order denying C cards to virtually all broadcast employes.

The new regulations permit the extra gasoline when equipment is "non-portable" and when "alternate means of transportation are inadequate".

in BALTIMORE
and the Central Atlantic States



Edward Petry & Co., National Representative

How Many
Prosperous Areas do You Hold in the Palm of Your Hand
Like This?

We'll venture a good cigar you have *very few* "bets" on your list as good as this . . . .

WTAD didn't "hedge" one iota. We looked a typical seven-day week of 412 quarter-hour periods *squarely in the face* (via survey, results just released). 51.44% is WTAD's average of the total listening audience for the week. 75% to 82% are tuned to WTAD during *many* periods. *All other stations combined* (8 to 10) divide the other 48.56% weekly average of the listening audience between them. The "next best" station (a key 50 Kw station of another network) captures a larger share of the listeners than WTAD during only 15% of the periods—and those are scattered, not consistent.

How's that for holding the prosperous Quincy, Illinois, market in the palm of your hand? Let us send you the *complete*, really surprising facts (surprising even to us). When you look them over, remember — our "good cigar" offer still holds!

A CBS STATION
1000 Watts, Day and Night
930 Kilocycles

WTAD

QUINCY, ILLINOIS
Represented Nationally by the Katz Agency

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*

* C. E. HOOPER Inc.
Blue Network
Headley-Reed, Rep.

¡Welcome AMIGO!
We cordially invite you, Mr. American Advertiser, to try our network facilities and cover a promising market. 65 leading radio stations ready to serve you in Mexico.

RADIO PROGRAMAS DE MEXICO
LARGEST LATIN AMERICAN BROADCASTING SYSTEM
MEXICO D.F.

WCAR

Influencing Sales
FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM **WCAR**

PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE

Rock Island Arsenal Up 387% since Sept. '39. Uncle Sam's workers make good customers.

WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

LIFE OF A USED CAR DEALER

'Twould Be a Sorry Existence for Firm Were Air Medium Not Available

By DICK SMITH
Smith & Bull Adv., Los Angeles

WITH the war in its second year, gas rationing and rubber shortage a reality, it seems the life of a used car dealer's business would be uncertain these days. But Washington Motors Inc., users of local radio, has not found it so. In fact 1942 brought a 40% business increase over 1941. This is regarded as a phenomenon in Los Angeles, where no less than 15 automobile accounts have gone off the air or out of business.

We attribute the success of Washington Motors to two factors: square-dealing, and the company's decision to use radio as its chief means of advertising.

Concentrated on Radio

When Washington Motors incorporated two years ago with headquarters at 600 West Washington Blvd. in downtown Los Angeles, our agency, Smith & Bull Adv., was called upon to outline the advertising program. We recommended that the budget be concentrated on radio.

Our belief is that every class of radio listener is a prospective automobile buyer. We felt that we could reach almost every type through the medium of music. Thus, we recommended two kinds of programs: (1) standard, light opera and semi-classical recorded music for evenings and (2) jive music for Sunday.

Also, we recommended that the time be concentrated on one station. After careful consideration, KMPC, Beverly Hills, Cal., was selected. Upon presentation of the outline, our client immediately accepted. And so, Washington Motors sponsors the *Music Box* of recorded standard and semi-classical music Monday through Saturday from 9 to 10 p.m. (PWT) over KMPC, and the *Platter Parade* of popular jive tunes from 10:30 a.m. to 1 p.m. (PWT) Sundays, on that same station. We have not changed time or station in two years.

Our policy has called for simple, straight-forward, factual commercials. By changing copy daily and by "producing the goods", the firm has built up listener confidence and a strong following of loyal fans. Letters received indicate that many listeners have not only proved "satisfied customers" but have also recommended Washington Motors to their friends.

Approach has been new and different. At the outset, the announcing job was assigned to Peter Potter, well-known "platter spinner", who had built up a large local following through an easy-going, soft-spoken informal manner. When Potter went into military service recently, he was replaced by George Irwin, versatile and thoroughly experienced radio man.

Picking Specials

Irwin makes a trip to the Washington Motors mart each day, checks over the stock, picks out specials and tells about them in his own words. He has learned to spot "good buys" as well as the experts, and his sales approach is direct and sincere. In short, he knows what he's talking about and can describe in essential detail the quality of the merchandise he's selling.

After each commercial, Irwin asks his listeners to "tell them that George Irwin sent you" when they stop in to purchase a car. This brings direct results and reveals the fact that the programs constantly are attracting new listeners (and car buyers).

Not a week passes that Irwin doesn't receive between 500 and 600 letters and an equal number of phone calls. During a recent bond-selling campaign, he stayed right up with the station's top programs in the matter of bond sales. All of which proves that without question, each of the two types of programs has its own faithful following.

BEAR AIRS VIEWS on WINX, Washington, on Jerry Strong's *Wake Up With WINX*. The baby bruin stated the case for meatless Tuesdays in an uncensored talk to Jerry Strong's breakfast audience.

Washington Motors, for its part, has bent over backwards to accommodate customers mentioning that they have called as a result of radio. They give them every consideration and send them away happy car-owners. Cooperation of the sales force has meant a great deal in assuring success of the radio advertising campaign.

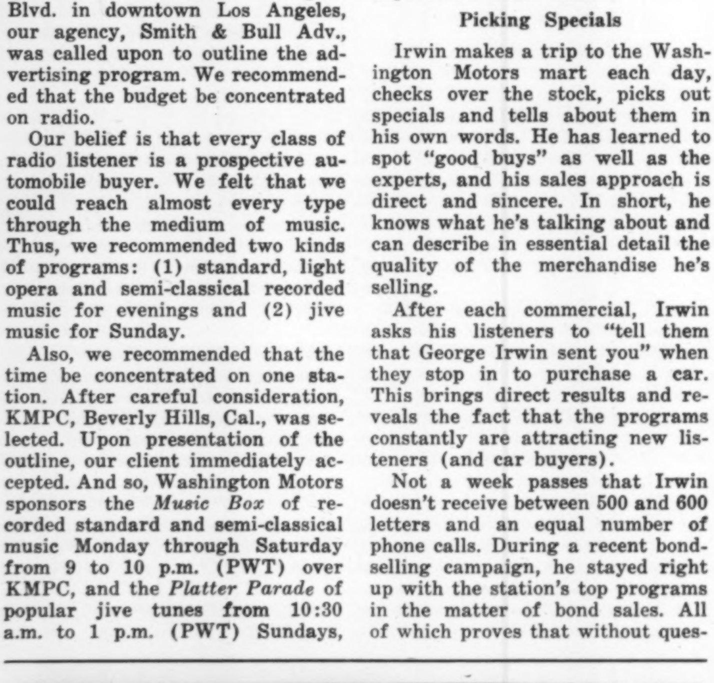
The firm has not gone in for merchandise schemes, contests, etc. Commercials do all the selling of Washington Motors as the "best place in town" to get a car. Once the prospective customer enters the store, he's in the hands of the sales force. In most cases, he finds what he wants, and departs in his newly-purchased car.

Southern California presents an excellent market, due to its far-flung and insufficient public transportation system. Residents rely on the automobile for transportation. Thousands of war workers who have flooded into Southern California have increased the demand. As automobiles wear out, they have to be replaced. With the new car market frozen shortly after the first of 1942, automobile needers have turned to the used car market.

In the past year, however, a great many used-car buyers have been disappointed in their purchases. Innumerable fly-by-night outfits have worked "quickie" deals on unsuspecting customers, selling them jallopies fit only for the junk heap. All this has done much to detract from the confidence of automobile buyers in the area, and as a result, some thoroughly reliable firms have suffered.

Washington Motors, by consistently delivering its message by radio, and by delivering the goods when customers call, has surged ahead in spite of these obstacles. Thus the firm has become the phenomenon of the Los Angeles automobile industry.

The experience of Washington Motors Inc. has been that music not only soothes the savage beast, it corrals a good percentage of radio listeners. And straight-from-the-shoulder commercials do the rest.


BOOST YOUR SALES
Advertise over Central America's most modern stations
190,000 AMERICANS
OF THE CANAL ZONE
BUY AMERICAN
Rep.: Melchor Guzman Co. Inc. 9 Rockefeller Plaza New York City

XUM

Campaign Planned On Social Disease

Federal Agency Sees Need of Educating Public by Radio

RADIO may be called upon by the Office of Defense Health & Welfare to do an educational job on venereal disease, it was learned last week. A touchy subject, the infection nevertheless is looked upon in official circles as an enemy even more dangerous than Nazi Germany, militaristic Japan and Fascist Italy, according to Eliot Ness, director of Social Protection, Office of Defense Health & Welfare.

Public Understanding

Mr. Ness, former safety director of Cleveland, and recognized police authority, told BROADCASTING the agency has received splendid cooperation from local authorities. "Police and public officials are far in advance of the people in their communities, however," he said. "No law enforcement program can prevail without public understanding. That's where we hope radio can do a job.

"When local law enforcement officers order a red-light district closed citizens often protest," he added. "They claim that with supervised areas there is little danger of spreading infection, but those contentions are based on lack of knowledge. That's why we must educate the public on the dangers of venereal disease."

Definite plans for the proposed radio campaign are not complete but the Office of Defense Health & Welfare, in cooperation with the Office of War Information, **is considering** use of the daytime serials or late night programs.

Food Chain Ads

FEATURING "Lenten specials" and supplementing its educational program on point rationing, H. C. Bohack Co., Brooklyn, general food stores, has signed for three participations weekly on Adelaide Hawley's *Woman's Page of the Air* on WABC, New York. Schedule is in addition to participations on Mary Margaret McBride's program on WEAF, New York, promoting green goods and fresh foods, and instructing listeners on rationing. Freystadt Associates, New York, is the agency.

WKNE, Keene, N. H., has appointed Headley-Reed Co. its national sales representative, effective April 1.

Packs a SUNDAY PUNCH
in GEORGIA'S
Fastest Growing Market
WGPC
ALBANY
Represented by SPOT SALES Inc.

LATEST ALL-GIRL news staff is Ken Miller's answer to the manpower problem at KVOO, Tulsa. With Ken are (l to r), Polly Trindle, assistant news editor; Marie Chauncey and Margaret Johnston, members of rewrite staff; Maxine Henry and Emma Grace McHugh, teletype operators.

AGENCY Appointments

GOLD MEDAL Hair Products, Brooklyn, N. Y., to Jasper, Lynch & Fishel, New York, for Medalo shampoo and face powder. No radio contemplated for present.

ALFRED D. McKELVY CO., New York, to Frank B. Johnston Adv., New York, for Seaforth toiletries for men. Has used spot radio. None contemplated at present.

McKESSON & ROBBINS, New York, to Ivey & Ellington, New York, for two new drug products, names of which have not yet been released. No media plans announced.

CALIFORNIA GROWN SUGAR Group, San Francisco, to J. Walter Thompson Co., San Francisco.

CAMPANA SALES Co., Batavia, Ill., to Wallace-Ferry-Hanly Co., Chicago.

CHICAGO DAILY NEWS, Chicago, to Schwimmer & Scott, Chicago.

GRIESEDIECK - WESTERN BREWERY Co., Belleville, Ill., to Maxon Inc., Chicago.

IDEAL PUB. Corp., New York, to H. M. Kiesewetter Adv. Agency, N. Y.

SAFEWAY STORES, Oakland, Cal., to McCann-Erickson, San Francisco.

FICKS REED Co., Cincinnati (Kane Kraft, Century Cypress furniture), to Keelor & Stites Co., Cincinnati. Magazines, trade papers, direct mail will be used.

GUM LABS., Clifton Hts., Pa. (Ivoryne Peroxide medicated gum), to McCann-Erickson, N. Y. Radio, magazines, trade papers and business publications will be used.

A BILLION-DOLLAR MARKET SURVEYED

—vital facts disclosed

Iowa farmers this year will reap their biggest harvest in years. Do you know how *best* to reach them via radio? The new "Summers-Whan" Iowa radio audience survey gives the *whole* story—station, time and program preferences, listening trends—all the facts you need to sell this rich market. The fifth of a continuing survey, the best of them all!

Write for your copy—it's free!

Address Dept. SW

WHO

Des Moines

50,000 watts

Extract Firm Expands

CERTIFIED EXTRACTS, New York, is expanding its radio advertising for Dolan's Cakex, with participations on women's programs on CKLW, Detroit-Windsor, and KPRC, Houston, the latter starting March 15. Firm entered radio for the first time earlier this year on the *Marjorie Mills Hour*, on the New England Regional Network. Agency is Duane Jones Co., New York.

Metropolitan Life Takes Full Blue for Celebration

IN LIEU of its annual convention, which was to have been an elaborate affair, Metropolitan Life Insurance Co., New York, on March 24 will mark its 75th anniversary with a one-time broadcast on the full BLUE, featuring music by opera stars, chorus and orchestra with Edwin C. Hill, commentator, as m.c.

Frederick H. Ecker, chairman of the board, and Leroy A. Lincoln, president, will deliver birthday messages. Metropolitan Life agents will distribute personally to a large portion of the company's 30,000,000 policyholders announcements of the program. The network anniversary program, a wartime substitute for the birthday celebration and convention, will be the first extensive hookup to be used by Metropolitan, which has confined its activities in the past to spot radio and a network of eight NBC stations. Young & Rubicam, New York, handles the account.

MacMillan's First

MacMILLAN Co., New York, will participate in Mary Margaret McBride's five-weekly program on WEAF, New York, for one week, starting March 29, on behalf of a cook book, *Thrifty Cooking in War Time*. This is the publishing firm's first venture into radio. Business was placed direct.

WRNL
REACH
VIRGINIA'S GREAT LISTENING AUDIENCE
AT LOW COST THRU RICHMOND'S
NATIONALLY KNOWN RADIO STATION
5000 WATTS
NIGHT AND DAY 910 KC
WRNL
EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

THE NO. 1 FARM STATION
IN THE NO. 1 FARM MARKET!
KMA
BLUE NETWORK
151 COUNTIES AROUND
SHENANDOAH, IOWA
FREE & PETERS, INC.
Exclusive National Representatives

Want A
Top-Notch
Salesman?
Use
KTFI
TWIN FALLS, IDAHO
— NBC —
National Representatives
The Walker Co.
Homer Griffith Co.

IN KANSAS CITY
5000 WATTS
KCMO
1480 ON YOUR DIAL
Basic Blue Network
MORE PULL
MORE COVERAGE
FOR YOUR MONEY
National Representative
JOSEPH HERSHEY McGILLVRA

KWKH
CBS-50 KW
The Selling Power
in the Buying
Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Post-War Advance In Communication

Revolutionary Developments Hinted by Gen. Somervell

SINCE the war's advent, the Army Signal Corps, working in secrecy, "has revolutionized communications and detection devices that will affect not only the winning of the war but the daily lives of all people in the peaceful years to come," Lt. Gen. Brehon B. Somervell, commanding general of the Services of Supply, said last week in a statement covering Army procurement.

Only that one sentence in Gen. Somervell's review of SOS achievements during its first year of operation was devoted to communications. Because of wartime restrictions, no detail regarding military procurement, particularly with relation to highly secret devices developed for modern warfare, is made available.

Expansive 1943 Program

It is known, however, that the Signal Corps in 1943 has a procurement program embracing 4 billion dollars worth of communications equipment. It also entails training and mobilization of several hundred thousand troops and specialists, as well as the operation of world wide Army communication systems. The far-flung communications operation of the Army Air Forces are handled separately, save for procurement, which is embodied in the Signal Corps project.

The overall SOS procurement plan involves 17 billion dollars for supplies and equipment for the Army, and has been accomplished, Gen. Somervell stated. He pointed out that this overall project originally would have entailed two years, but was attained in a single 12-month span with a minimum of confusion and with complete cooperation of all branches of the Army.

HIRAM MOTHERWELL, author, foreign correspondent and former editor of *Stage* magazine, has joined the post-war department of CBS, Lyman Bryson, director of the department, announced last week. Author of a recent book, *The Peace We Fight For*, Mr. Motherwell at one time headed the *Chicago Daily News* bureau in Rome, and most recently has been a member of the publicity department for the Welfare Council of New York.

GREATER New York Conference of Seventh Day Adventists, sponsor of *Bible Auditorium of the Air* on WHN, New York, on March 15 expands the program from a quarter-hour once a week to a half-hour five time a week. The year-old program is built around presentations of Bible prophecies and a free correspondence course in the Bible. Agency is George C. Hoskins Assoc., Chicago.

RECORDING EACH STEP in the process of donating to the Red Cross blood bank from application to actual giving of blood, Bob Evans, special events director of WSPD, Toledo, catches the cheerful observations of Tod Williams, program director, who gave his blood. Doctor supervises process which took 45 minutes. Transcriptions were condensed to 15 minutes.

Show Is 'Dick Tracy'

SWEETS Co. of America, Hoboken, N. J., will sponsor a BLUE program based on the cartoon strip "Dick Tracy" instead of "Captain Marvel" as reported in the Feb. 15 issue of BROADCASTING. Heard on behalf of Tootsie rolls and other Tootsie candies, the program was to start March 15 and will be heard Mondays, Wednesdays and Fridays 5:15-5:30 p.m. The BLUE broadcasts of the same program on Tuesdays and Thursdays will continue on a sustaining basis. The company has used spot radio for some time, but no network radio previously. Agency is Duane Jones Co., New York.

Video, FM Applications

SINCE the adoption on Feb. 23 of new policies by the FCC under which applications for FM and commercial television licenses will be protected for the duration [BROADCASTING, March 1], one television and 12 FM applications for reinstatement have been received. Under this policy FM and television applicants who have surrendered or dismissed applications because of the freeze order of last April 27 may apply for reinstatement.

Jolson Replacement

REPLACING Al Jolson, when he takes a 13-week vacation this summer from his CBS show, sponsored by Colgate-Palmolive-Peet Co., Jersey City, will be *Streamlined Minstrel Show*, featuring Billie Burke, movie star, and Monty Woolley, current co-star of the program. Exact date of the format change is not settled, but it probably will be shortly after June 1. Agency is Sherman & Marquette, New York.

Kay Kyser Draft Ruling May Establish Precedent

PRECEDENT covering the future draft status of entertainers active in war morale and fund-raising campaigns is expected to be established when President Roosevelt decides the appeal of Kay Kyser, conductor of the NBC *College of Musical Knowledge*, sponsored by American Tobacco Co. for Lucky Strike cigarettes. The North Carolina State Selective Board has sustained Kyser's 1-A classification, made by his local draft board at Rocky Mount, N. C., and appeal was taken to the President.

There were strong indications as BROADCASTING went to press that the local board's classification would be reversed in view of the attitude of the Office of War Information and other Government agencies. Elmer Davis, OWI director, said last week that he supported the appeal for deferment because of Kyser's "very useful services" in helping the war effort from a morale and fund-raising viewpoint.

Kyser is chairman of the entertainment industry's Committee of 25 set up last year as liaison between the Government and talent. Several other members of the Committee as well as other top-notch entertainers have been classified 1-A by local draft boards and the Kyser decision is expected to serve as a guidepost in future cases.

Fred Fear Seasonal

FRED FEAR & Co., Brooklyn, from April 13-25 will conduct its annual pre-Easter spot campaign for Chick Chick and Presto Easter egg colors, using live one-minute announcements on a varying basis on the following stations: WAPI WALA KARK KNX KLX KFSD WJAX WSB WGN WIRE WSBT WHAS WWL WJR WFBR KSTP KGBX WMC KDKA WCAU KOME WBNS WTAM KMOX KCMO WOKO WBEN WOR WHAM WBT WADC WCKY KRLD KSL WCHS and KOMO. Agency is Menken Adv., New York.

JAMES FLEMING, freelance announcer who handles several daytime serials including *Our Gal Sunday* on CBS, has been appointed CBS correspondent in Ankara, Turkey, and will leave as soon as passage can be arranged.

AP
WKIP, Poughkeepsie, N. Y.
. . . by all odds the finest any
radio station can buy.
Bruff W. Olin, Jr.,
Station Manager.
available through
PRESS ASSOCIATION, INC
50 Rockefeller Plaza
New York, N. Y.

THE ARIZONA NETWORK
KOY CBS PHOENIX • KTUC • KSUN
TUCSON Bisbee-Lowell
REPRESENTED BY JOHN BLAIR & COMPANY
AFFILIATED WITH WLS THE PRAIRIE FARMER STATION CHICAGO

rgument on KOA-WHDH Court Ruling n Supreme Court Now Slated in April

RGUMENT before the Supreme urt on the KOA-WHDH case inlving the fundamental issue of ar-channel breakdowns was derred until the week of April 5 hen the highest tribunal failed to ach the case prior to recess last ursday.

Final briefs have been filed both NBC, as licensee of KOA, and the Solicitor General, on the CC's behalf, and the case was cketed for argument last Wedsday or Thursday. Because of the tervening court recess, during ich it will write opinions on cases ready argued, the clear-channel gument was deferred until the urt reconvenes April 5.

Important Case

The Solicitor General, Charles E. hy, or his assistant, Paul reund, will argue for the Governnt, with Philip J. Hennessey Jr., the law firm of Segal, Smith & nnessey, to argue for NBC. mong the cases pending before e court for decision is the netrk monopoly case, appealed by BC and CBS from the statutory ree-judge court in New York. e opinion, which will have an portant bearing on future netrk operations either way it goes, expected within a month.

The KOA-WHDH case involves peal by the FCC from the 4-2 inion of the U. S. Court of Apals for the District of Columbia, lding that the Commission should ve afforded NBC adequate opporunity to participate in the heargs, which resulted in fulltime for e Boston station on the 850 kc. ar channel. Subsequently, WJW, kron, was authorized to operate the frequency, though this issue not in litigation.

In the KOA brief, filed by Mr. ennessey and bearing also the mes of Karl Smith and Lester ohen, of the Hogan & Hartson rm, and of A. L. Ashby, NBC ice-president and general manger, and Henry Ladner, of his aff, the highest tribunal was ked to affirm the lower court's pinion reversing the Commission.

Citations of error all down the ne were made against the Commission's action, in preventing KOA from becoming an original party in the proceedings. NBC was only permitted to file a brief and make oral argument, amicus curiae, in the FCC proceedings which resulted in the clear-channel breakdown.

Protesting the Government's contention, NBC held that by assigning WHDH to the 850 kc. clear channel, an important segment of the population was deprived of secondary service from the clear-channel station. Moreover, it was held that the clear channel was degraded under terms of the Havana Treaty; that service formerly available from KOA to listeners east of the Mississippi had not been replaced by an equally useful service from WHDH, since Boston is already "surfeited" with primary reception from at least eight stations, and that the FCC's own regulations were contravened.

Aside from errors committed in procedure, NBC held that the Commission unlawfully ignored its own rules throughout the proceedings. Similarly, it was held that it ignored the terms of the Communications Act and of the Havana Treaty.

WICKETT PROGRAM DIRECTOR OF WJSV

MARTIN D. WICKETT, assistant to E. J. Fitzgerald, radio director of Erwin, Wasey & Co., New York, has been appointed program director of WJSV, Washington, Carl J. Burkland, manager of the CBS station, announced last Thursday. He succeeds John Heiney, who resigned last month.

Mr. Wickett

Well known in the industry, Mr. Wickett began his career in 1929 with WLOE (now WMEX) Boston. He later was affiliated with KMOX, St. Louis, and WLW, Cincinnati, leaving the latter station in 1936 to join the Phil Harris orchestra as arranger. Later he became musical director of the NAB Bureau of Copyrights, Washington.

In 1938 he went to New York, writing scripts for *Hobby Lobby* and *Mr. District Attorney* and conducting library sessions for Muzak and Associated Library. He joined Erwin, Wasey & Co., in 1940.

Educators Meet by Air

REPLACING a central annual meeting of the California Assn. of Adult Education, principal addresses were released on Pacific stations of the four major networks to members gathered early in March in their respective communities. Following consecutive quarter-hour periods on BLUE, NBC, Mutual-Don Lee and CBS, regular broadcast of the latter network's program, *People's Platform*, was devoted to discussion of adult education.

FULTON LEWIS, JR.

WINS

1942
Alfred I. Du Pont
RADIO
AWARD

We told you he was good "... in recognition of his distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news and representation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

With these words the 1942 Du Pont radio station award was presented to . . .

FULTON LEWIS, JR.

Mutual's Commentator on Political Affairs

NOW AVAILABLE FOR SPONSORSHIP IN YOUR CITY *. . . a feature that means immediate results for any sponsor (Fulton Lewis, Jr., is sponsored on 121 Mutual Stations by 63 advertisers.) You can sell him at your one-time quarter-hour rate per week. Wire, phone, or write WILLIAM B. DOLPH, WOL, Washington, D. C.*

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

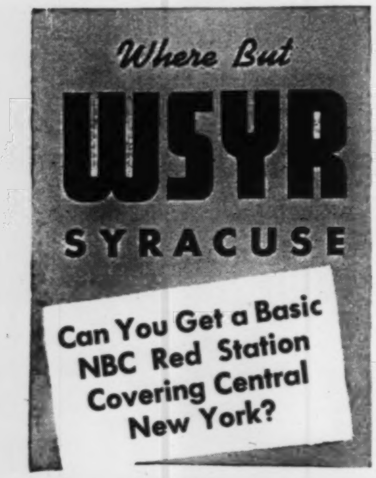
ANY WAY YOU LOOK AT IT
WBNS
CENTRAL OHIO'S ONLY CBS OUTLET
IS YOUR BEST BUY IN THIS IMPORTANT MARKET.
COLUMBUS
Ask Any Blair Man or Us.

Lewis Cigars Renews

I. LEWIS CIGAR MFG. Co., Newark, on March 10 renewed for 52 weeks its twice-weekly sponsorship of *News by John B. Kennedy* on WNEW, New York, 7:35-7:50 p.m. Program which has been promoting Seidenberg cigars will be presented on a more institutional basis in the future. Agency is A. A. Lewis, Newark.

Another E for W-E

FOR the second time, the three major works plants of Western Electric Co. have received the Army-Navy E production award "for meritorious services on the production front". Western Electric also was among the first group of manufacturers to win the E citation last year.



Where But
WSYR
SYRACUSE
Can You Get a Basic NBC Red Station Covering Central New York?

BLUE NETWORK STATION

WTCN

MINNEAPOLIS AND ST. PAUL

THE TWIN CITIES' BEST

for LISTENERS

for ADVERTISERS

(2 Markets for the Price of One)

FREE & PETERS, Inc.
National Representatives
New York
Chicago
Detroit
Atlanta
Los Angeles
San Francisco

Suspension of Locals During War Is Denied in FCC Policy

Hopes of Independents Hit by Economic Losses Blasted in Decision of KAST, WPID Cases

HOPES of independent stations, unable to stand the economic gaff because of the war, that the FCC would authorize suspension for the duration went aglimmering last Tuesday with the pronouncement of policy by the Commission denying such suspensions.

Coincident with the denial of requests of WPID, Petersburg, Va., and KAST, Astoria, Ore., for authority to suspend, the Commission made known its formal policy. These were the only two cases pending. It stated that no authorizations for suspension would be granted, but that on an individual basis, requests for permission to temporarily suspend for short periods would be considered. This adheres to past policy.

Six Have Suspended

Implicit in the Commission's action was the conclusion that stations which suspend will be given every consideration after the war, particularly if their records are good. All factors responsible for the "war casualty" will be taken into account.

Altogether, a half-dozen applications for authority to suspend have been received. No authorization has been made for suspension without prejudice to return following the war. Stations which, according to the FCC records, have suspended operations are: KID, Idaho Falls, Ida.; WBRB, Red Bank, N. J.; KAST, Astoria, Ore.; KXKX, Kansas City, Mo.; KIDW, Lamar, Colo., and WJWC, Hammond-Chicago.

The formal policy approved by the Commission is as follows:

> **Insofar as relief may be needed by standard broadcast station licensees from difficulties of operation incident to the war, no general policy will be adopted, but the Commission will continue to consider on an individual basis requests for permission to temporarily suspend operations for short periods while efforts are being made to work out a means of resuming operations on a permanent basis.**

The Commission said that while it made no change in its existing policy permitting temporary suspensions, to enable stations to meet and overcome current emergencies, it felt the door should not be opened for any general suspension of broadcast operations during the war period.

Aid for Small Stations

FCC Chairman James Lawrence Fly commented that adoption of a policy permitting suspension generally would probably result in the elimination of broadcast service in many areas where the need for public service is greatest. He pointed out that indefinite suspension of broadcast operations might jeopardize this country's position with respect to broadcast allocations provided for in the North American Regional Broadcasting Agreement, which makes occupancy of frequencies the basic consideration.

To alleviate the difficulties of smaller stations, hit both by economic conditions and the manpower shortage, Mr. Fly pointed out that steps already had been taken, including reduction of the minimum broadcast day to six hours and relaxation of operators' requirements. The FCC announcement continued:

"It was also pointed out that the Commission will continue its policy of permitting temporary suspensions for short periods in order to alleviate emergency conditions. In other words, the operator may ask for a temporary suspension when he can show the necessity of closing down for a brief spell. He would be required to present a feasible plan for the alleviation of the difficulties and the return of the station to the air at an early date."

In denying the applications of KAST and WPID, the Commission asked the Oregon station to specify whether it proposed to continue operation. An application for renewal, as well as the authority for suspension, had been filed. WPID, newspaper-affiliated, had sought only the authority to suspend.

"This program has met with favorable response from our listeners, and the announcers are enthusiastic." WJPF

● More than five hundred radio stations are using programs prepared by ASCAP Radio Program Service. They are written by writers experienced in the problems of both the Program and Commercial Departments. They are available, without cost, to any ASCAP-licensed station. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

HOOPERATING of this little piggie is taken by C. E. Hooper, of the New York radio-research firm of C. E. Hooper Inc., during a recent visit to Montreal where he addressed the Advertising & Sales Executives Club. His interrogatory propensities were aroused when the mascot of Au Lutin, Montreal inn, came around after dinner pleading for a snack.

Heads Radio Vichy

PIERRE HERICAURT, former correspondent of the royalist newspaper, *Action Francaise*, has been named political director of French National Broadcasting by Pierre Laval, according to a German broadcast under a Vichy dateline which was recorded in New York by the United Press. Hericaurt had been broadcasting to the Arabs, Berlin said.

New WQXR Card

FIRST RATE increase to be made by WQXR, New York, since July 1940, will go into effect April 1, 1943, it was announced by Hugh Kendall Boice, vice-president in charge of sales, in conjunction with the release of Rate Card No. 9. Since the last upward adjustment, the station has increased its power from 1,000 to 5,000 watts, and in November, 1941, to its present power of 10,000 watts.

In the CONTROL ROOM

JAMES H. BROWN, NBC Hollywood engineer and president of National Assn. of Broadcast Engineers and Technicians, has been appointed representative for that organization on Committee IV, Domestic Broadcasting, of the Board of War Communications. Allen T. Powley, NBC Washington engineer, and assistant to the NABET president, has been appointed alternate.

RALPH L. PRIEST, former engineer of KHJ, Hollywood, has joined the BLUE, that city.

JAMES PINCOCK, former technician of KMTR, Hollywood, has joined CBS, that city.

HOWARD D. LEIGHTY and Vincent Groater, former technicians of KFOX, Long Beach, Cal., have joined KHJ, Hollywood.

JOHN C. McMULLEN, former engineer of KIRO, Seattle, has joined KSFO-KWID, San Francisco. Other recent additions to the latter stations are Roy Bailey, technician from KPAS, Pasadena; Otto Gramlich Jr., from KYOS, Merced, Cal., and Edward Mahoney, from Pan American Airways.

BILL OVERSTREET, for the last eight years transmitter engineer of KYA, San Francisco, is now on active duty as lieutenant in the Signal Corps.

ROBERT GARNER, technician from KHUB, Watsonville, Cal., has joined KLX, Oakland, Cal.

EARL BUCHANAN has left the technical staff of KGFJ, Los Angeles, to join KMTR, Hollywood. Leonard Reeves replaces him.

JOE ERNST, engineer has left KVOS, Bellingham, Wash., to join KTBI, Tacoma, as chief engineer.

ALLAN P. KOENIG, at one time with WGNY, Newburgh, N. Y., has joined the engineering staff of WQXR, New York.

JAMES C. MATHENY, engineer of WGN, Chicago, for 15 years, has been commissioned a first lieutenant in the Army Air Forces and is to leave shortly.

GEORGE SCRIVEN, engineer of WNEW, New York, is the father of a baby girl.

OGDEN PRESTHOLDT, technical advisor of WLOL, Minneapolis-St. Paul, is the father of a boy.

TOM TYNAN, control operator of KSTP, Minneapolis-St. Paul, is teaching a high school class the international code.

DONALD HALE, studio engineer of WOR, New York, has joined the Navy as an ensign. Arthur Connell, once production aide with the *WOR Playhouse*, has joined the engineering staff.

IRVIN N. ENEY, engineer of KYW, Philadelphia, has been made technical studio supervisor in place of George Hagerty, who is on leave as a first lieutenant in the Army.

JEAN FRENCH, new to radio, has joined KOY, Phoenix, as apprentice technician.

REACHING FOR LOADING magazine is Sylvia Jones, first girl news-o-graph operator of WCKY, Cincinnati, who is the wife of a member of the Coast Guard.

BARBARA MEYER, student in the KNX Hollywood Workshop for girl staff members, has graduated as sound effects engineer and is assigned to the weekly half-hour CBS *Lights Out*, sponsored by Ironized Yeast Co.

HENRY MAGEE, operator of WSLI, Jackson, Miss., has left for duty with the Army Air Forces. Austine Perkins, wife of the chief engineer, has received an operator's license.

ERNIE ADAMS, chief engineer of WHIO, Dayton, O., is teaching radio fundamentals at the U. of Dayton, training personnel for work with the armed services.

SCOTTY MONROE, engineer of WBT, Charlotte, N. C., is recuperating at home from chest injuries and broken collarbone sustained recently in an automobile accident.

ROBERT J. CONLAN, apprentice sound engineer of NBC Hollywood, has been inducted into the Army.

RON OAKLEY has been appointed chief engineer of KGER, Long Beach, Cal., succeeding Jay Tapp, now on leave for Government service. Added as technicians are Leslie T. Vaught, formerly of KIRO, Seattle: Luther H. Crumbaugh, formerly of KCMO, Kansas City, and Edward D. Seeley.

K. C. DEWALT, who has been with the General Electric Co. in the Testing department, Research Laboratory and Vacuum Tube engineering department since he joined the firm in 1927, has been named designing engineer in the Tube Division of the Electronics department. A. C. Gable, who has also been in the Testing and Vacuum Tube engineering departments since he joined the company in 1930, has been named administrative assistant in the Tube Division.

ROBERT ANDERSON, technician of WCCO, Minneapolis, Minn., is father of a boy.

GEORGE JACOBS, former engineer of WKNX, Kingston, N. Y., has joined WPAT, Patterson, N. J. as transmitter engineer, replacing Bernie Clapper, who has joined the Office of War Information.

DARWIN HUNSAKER, technician at KLO, Ogden, Utah, is the father of a girl born March 4.

Authentic Eggs

IT REALLY was a pigeon that laid those eggs in the audition room of WOR, New York, last week. When a portable air conditioning machine in the room began acting up, an investigation brought to light two pigeon eggs. The bird had flown in through an opening in the building wall.

CBS Personnel Shifts As Three Enter Service

PERSONNEL changes in the CBS engineering department, made necessary when three members joined the armed forces, have been announced by E. K. Cohan, CBS director of engineering. Harold D. Hastings, with the network since June 1937, has been named transmission technician for WABC, New York outlet, replacing Lester Hatfield, now a lieutenant (j.g.) in the Naval Reserve.

Nelson Smith, assistant supervisor of CBS studio technicians, has become supervisor, succeeding J. Dunham Gilbert, now with the Bureau of Ships as a lieutenant (j.g.). Robert Bendick, WABC studio technician, also left last week.

Three new members are Robert E. Lee, former assistant in the Federal Telephone & Radio Corp.; Bertram Littlefield, formerly with the YMCA, New York, both of whom join the CBS maintenance technicians staff, and Norman E. Johnson, previously with RCA Communications, assigned to the CBS shortwave transmitter staff at Brentwood, Long Island.

RICHARD LUBIN, Chief audio-engineer of WFBC, Greenville, S. C., has been called into active service in the U. S. Air Forces Reserve. Byron Jenkins, of the WFBC engineering staff, succeeds him. The station's control staff has taken on John Watkins, from WCRS, Greenwood, S. C.

MBS Billings Drop

MBS billings for February, 1943, totaled $826,085, a decrease of 11.9% from the corresponding month in 1942 when the total was $938,185. Total billings for the new year to date, amounted to $1,818,189, a decrease of 7.4% from the corresponding period in 1942, when the total was $1,962,697.

"REACTION WONDERFUL"

in Duluth when WDSM took 26 weeks of

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

The TIME BUYERS' STATION

WDOD

Chattanooga, Tenn.

5,000 WATTS

CBS

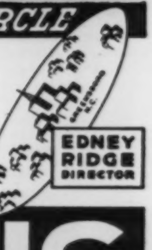
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

IT'S A W BIG JOB

The MAGIC CIRCLE

And this job takes priority over All —with WBIG!

A Columbia Broadcasting System Affiliate.



WBIG

GREENSBORO, N.C.
GEO. P. HOLLINGBERY CO., NAT. REP.

"Take off your shoes and set awhile"

Create that mood—and your sales story GETS OVER with the great 70% *who work with their hands*. Here at WDZ we've been successfully creating that mood for 21 years.

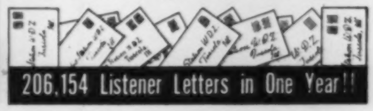
Strict "DIRECTIONAL PROGRAMMING"—that's what it is! Many largest advertisers and agencies have bought our time, put us to work—and extended NATIONALLY the methods discovered.

Let us show you some examples of what "Creating the Right Mood" has done.

WDZ

TUSCOLA, ILLINOIS
1,000 WATTS

HOWARD H. WILSON CO., Representatives
New York, Chicago, Hollywood, Seattle



206,154 Listener Letters in One Year!!

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

MARCH 6 TO MARCH 12 INCLUSIVE

Decisions . . .

MARCH 9

WFAS, White Plains, N. Y.—Mod. license 1240 to 1230 kc., share WGBB, Freeport, N. Y., to unlimited.

KAST, Astoria, Ore.—Denied authority suspend operation for duration and specified period beyond with provision license remain property licensee for time of suspension; deferred renewal license until statement obtained whether applicant will continue operation.

WPID, Petersburg, Va.—Denied authority suspend operation for duration.

KSL, Salt Lake City, U.—Special service authorization use two F-124-A tubes, to April 1, 1944.

WLAP, Lexington, Ky.—Denied CP change 1440 to 630 kc.; set new issues for hearing.

W47A, Schenectady, N. Y.—CP in part for new FM station.

W2XEO, Schenectady, N. Y.—CP new ST station.

MARCH 10

KOBH, Rapid City, S. D. — Motion granted amendment specify use DA-N only.

WNAX, Yankton, S. D.—Petition granted intervene hearing application WMAN, Marinette, Wis., mod. license.

WMAN, Marinette, Wis.—Motion granted continuance March 17-April 21 hearing.

WQBC, Vicksburg, Miss.—Motion granted withdraw application mod. license.

MARCH 11

NEW, William G. H. Finch, New York; Hughes Productions, Los Angeles, Cal.; Head of the Lakes Broadcasting Co., Duluth, Minn.; Sea Board Radio Broadcasting Corp., Philadelphia, Pa.—Commission motion continue applications indefinitely, accordance policy February 23, 1943, FM, television applications.

WKAQ, San Juan, Puerto Rico—Mod. CP move auxiliary transmitter, extend completion date March 1 to July 26, 1943.

Applications . . .

MARCH 6

WKZO, Kalamazoo, Mich.—Change DA-N to DA 5 p.m.-9 a.m. (CST).

WCAR, Pontiac, Mich.—Extend special service authorization operate 7 a.m. to local sunrise period when sunrise occurs later than 7 a.m., to April 1, 1944.

Houston Printing Corp., Houston, Tex.—Reinstatement CP FM station 46,500 kc., 10,500 sq. mi.

WOKO, Albany, N. Y.—Reinstatement CP FM station 45,100 kc., 922,163 sq. mi.

KLRA, Little Rock, Ark.—Extend special service authorization operate 1010 kc. 5 kw. N, 10 kw. D, DA-N, to Jan. 1, 1944, dismissed without prejudice.

MARCH 9

WEGO, Concord, N. C.—CP new broadcast station.

Ashland Broadcasting Co.—Reinstatement FM application, 46,100 kc., covering 4,160 sq. mi. etc.

W65H, Hartford, Conn.—Reinstatement FM application, 46,500 kc. to 43,500 kc., covering 13,944 sq. mi. etc.

Bamberger Broadcasting Service, New York—Reinstatement commercial television application, CP new broadcast station, channel 6, 96,000-102,000 kc., etc.

MARCH 11

WBNX, New York—Reinstatement FM application, CP new broadcast station 48,400 kc., 8,730 sq. mi.

Greater New York Broadcasting Corp., N. Y.—Reinstatement FM application, CP new broadcast station, 48,700 kc., 8,500 sq. mi.

WJR, Detroit, Mich.—Reinstatement FM application, extend completon date.

Courier-Journal and Louisville Times Co., Louisville, Ky.—Reinstatement FM application, CP new broadcast station, 45,700 kc., 18,200 sq. mi.

News Syndicate Co., New York—Reinstatement FM application, CP new broadcast station, 47,900 kc., 8,500 sq. mi.

W71NY, New York—Reinstatement FM application, decrease in service area, etc.

KTHS, Hot Springs, Ark.—CP increase 5 kw. N, 10 kw. D to 50 kw. D-N; change hours to unlimited; new transmitter, DA-N, move transmitter to near Wrightsville, Ark., move studio to Little Rock, Ark.

Tentative Calendar . . .

Delta Broadcasting Co., Vicksburg, Miss.—Mod. license for 1470 kc., 500 w. N, 1 kw. D, unlimited (March 15).

WALB, Albany, Ga. (further consolidated hearing)—Renewal license, vol. Assgt. license, CP (March 16).

WMAM, Marinette, Wis.—Mod. license for 570 kc., 100 w. N, 250 w. D, unlimited (March 17).

Network Accounts

All time Eastern Wartime unless indicated

New Business

METROPOLITAN LIFE Insurance Co., New York, on Wednesday, March 24 only, will sponsor 75th anniverrary program on 147 BLUE stations, 9:30-10 p. m. Agency: Young & Rubicam, N. Y.

PABST SALES Co., Chicago (Pabst Blue Ribbon beer), on March 27 starts *Blue Ribbon Town* on 104 CBS stations, Sat., 10:15-10:45 p.m. Agency: Warwick & Legler, N. Y.

PROCTER & GAMBLE, Cincinnati (Ivory soap and Oxydol), on March 22 starts *I Love a Mystery* on 65 CBS stations, Mon. thru Fri., 7-7:15 p.m. (rebroadcast, 11 p.m.). Agency: Compton Adv., N. Y.

GILLETTE SAFETY RAZOR Corp., Boston, on Fri., March 26 only, sponsors Johnny Greco-Cleo Shans boxing bout on 207 MBS stations, 10 p.m. Agency: Maxon Inc., N. Y.

HOUDE GROTHE Ltd., Montreal (tobacco), on Feb. 27 started *Tommy Duchesne & His Chevaliers* on CBF, Montreal; CBV, Quebec; CBJ, Chicoutimi, Que.; CJBR, Rimouski, Que.; CHNC, New Carlisle, Que.; CKCH, Hull, Que.; CKRN, Rouyn, Que.; CKVD, Val d'Or, Que.; CHAD, Amos, Que.; Sat. 7:30-8 p.m. Agency: Canadian Adv. Agency, Montreal.

RCA VICTOR Co., Montreal, on March 4 started *Les Romans Lireque Victor* on CBF, Montreal; CBV, Quebec; CBJ, Chicoutimi, Que.; CJBR, Rimouski, Que.; CHNC, New Carlisle, Que.; CKCH, Hull, Que.; Thurs. 8-8:30 p.m. Agency: Spitzer & Mills, Toronto.

SWEETS Co., of America, Hoboken, N. J. (Tootsie Rolls), on March 15 starts *Dick Tracy* on 31 BLUE stations, Mon., Wed., Fri., 5:15-5:30 p.m. Agency: Duane Jones Co., N. Y.

SINCLAIR REFINING Co., New York (H-C gasoline), on March 16 starts *Confidentially Yours* on 103 MBS stations, Tues., Thurs., Sat., 7:45-8 p.m. Agency: Hixon-O'Donnell Adv., N. Y.

Renewal Accounts

ANACIN Co., Jersey City (headache powders), on March 24 renews for 52 weeks John B. Hughes, commentator, on 70 MBS stations, Wed. and Sat., 10-10:15 p.m. Agency: Blackett-Sample-Hummert, N. Y.

VICK CHEMICAL Co., New York (Vitamins Plus, Vapo Rub and Va-tranol), on April 5 renews for 26 weeks *Dr. I. Q.*, on 129 NBC stations, Mon., 9:30-10 p.m. Agency: Grant Adv., Chicago.

S. C. JOHNSON & SON, Racine, Wis. (floor wax), on April 6 renews for 52 weeks *Fibber McGee & Molly* on 172 NBC stations, Tues., 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

GENERAL FOODS Corp., New York (Post's 40% Bran Flakes), on April 6 renews for 52 weeks *Portia Faces Life* on 86 NBC stations, Mon. thru Fri., 5:15-5:30 p.m. Agency: Benton & Bowles, N. Y.

ASSOCIATED DENTAL SUPPLY Co., San Francisco (toothpaste), has renewed Boake Carter on 8 Mutual-Don Lee stations (KFRC KHJ KALE KGB KFRE KOL KMO KFIO) Tues., Thurs. 9-9:15 a.m. (PWT). Agency: McCann-Erickson, San Francisco.

GENERAL FOODS Corp., New York (Diamond Crystal salt, Walter Baker's Chocolate, Post Toasties), on April 5 renews for 52 weeks *When a Girl Marries* on 74 NBC stations. Agency: Benton & Bowles, N. Y.

Network Changes

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate tooth powder), on April 6 shifts *Al Jolson & Monty Woolley* on 77 CBS stations, Tues., 8:30-8:55 p.m., with West Coast repeat, 9-9:25 p.m. (PWT), from New York to Hollywood. Agency: Sherman & Marquette Inc., N. Y.

COLONIAL DAMES Inc., Los Angeles (cosmetics), on March 21 shifts *Quiz Quotient* on 7 CBS Pacific stations from Fri., 9:55-10 p.m. (PWT), to Sun., 8:25-8:30 p.m. (PWT). Agency: Glasser-Gailey & Co., Los Angeles.

CARTER PRODUCTS Inc., New York (liver pills), on April 5 adds KFRC to *Judy & Jane* on 3 Don Lee Calif. stations (KHJ KDB KGB), Mon. thru Fri., 4:45-5 p.m. (PWT), making a total of 4 California stations. Agency: Ted Bates Adv. Agency, N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury soap), on April 4 replaces *The Parker Family* with *Chamber Music Society of Lower Basin Street* on 115 BLUE stations, Sun., 9:15-9:30 p.m. (repeat, 10:45-11 p.m.) Agency: Lennen & Mitchell, N. Y.

Ten Top Tunes

THE top ten tunes from the standpoint of network audience coverage during the week ending March 10, according to the copyrighted Audience Coverage index survey of the Office of Research—Radio Division, New York, are as follows:

I've Heard That Song Before.
That Old Black Magic
You'd Be So Nice to Come Home To.
Taking a Chance on Love.
As Time Goes By.
There Are Such Things.
Why Don't You Fall in Love With Me?
For Me and My Gal
It Can't Be Wrong.
Brazil.

WOW Lease Deal Upheld by Court

Gillin, Associates Exonerated; Formal Decree Due Today

THE LEASE deal under which John J. Gillin Jr. and others acquired operation of WOW, Omaha, for 15 years from the Woodmen of the World Life Insurance Society was approved by District Judge A. Rine in an opinion from the bench last Tuesday.

Dr. Homer Johnson, of Lincoln, Woodmen of the World policyholder, had sought to have the lease cancelled, charging fraud and that the lease called for an inadequate consideration for the Woodmen Society. After eight days' testimony, Judge Rine said he found no evidence of fraud. He found no evidence substantiating another charge that WOW might be used to sponsor the purchase of the Nebraska Power Co. of Omaha by the Consumer Public Power District of Nebraska.

Judge Rine indicated he would sign a formal decree today (March 15) completely exonerating Mr. Gillin, all officers and directors of the Woodmen Society and stockholders of WOW Inc. Besides Mr. Gillin, Tom Wallace, formerly with Russel M. Seeds Agency Inc., Chicago; Guy Myers, of New York City, and five Omaha men are the new operators of WOW.

Actual operation of the station under the new lease took effect Jan. 14. Lease provides WOW Inc. will pay approximately $8,000 a month for three years, and $6,000 a month for the remaining 12 years.

Program Suit

SUIT seeking $300,000 damages and an injunction against NBC, WOR, New York, and the three "joke experts" of *Can You Top This?* was filed last week in New York Supreme Court by C. Frank Anderson, who claims that the idea for the radio program was originated by him in 1939. Plaintiff alleges he submitted the idea to NBC and WOR and entered into a financial understanding with the defendants to become effective if a program were made of it. Subsequently, the program started on WOR under sponsorship of Kirkman & Sons, Brooklyn, and on NBC for Colgate-Palmolive-Peet Co., Jersey City, the current sponsors. Other defendants are "Senator" Ford, owner of the series, Joe Laurie, Jr., and Harry Hershfield.

JEANNE SULLIVAN, of the music library staff of NBC central division, made her operatic debut in a recent performance of *Pagliacci*, given by the American Opera Co. in Chicago.

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS
Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

"I forgot to list WFDF Flint Michigan and missed the bus."

WPTF
NBC
50,000 WATTS
Raleigh, in the Center of North Carolina
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Manager—For independent station in large eastern city. Liveable salary with no ceiling on earnings to a producer. Must be a real salesman and a worker with a knowledge of and an enthusiasm for radio. Integrity, sobriety, loyalty required. We do not need a man to "make the station" but one capable of building on a solid foundation. Box 408, BROADCASTING.

Announcer—For one of Northeast's great 50-KW Stations. Must be experienced, versatile, draft-deferred. Write giving full particulars. Box 400, BROADCASTING.

OGRAM DIRECTOR — PROGRESSIVE KW. MIDWESTERN BASIC NETWORK AFFILIATE HAS IMMEDIATE OPENING FOR LIVE WIRE. MUST BE EXPERIENCED IN CONTINUITY, PRODUCTION, AND WILLING TO DO SOME ANNOUNCING. AN UNUSUAL OPPORTUNITY FOR A PERMANENT, WORTHWHILE CONNECTION. IN REPLY, STATE DRAFT STATUS, PREVIOUS EXPERIENCE, SALARY EXPECTED, PHONE NUMBER, AND WHEN AVAILABLE. BOX 401, BROADCASTING.

nouncer—With at least third class ticket or ability to run RCA console end tables. Draft deferred. Wire complete qualifications and salary expected. WSAM, Saginaw, Michigan

OADCASTING STATION BOOKKEEPER—Wanted experienced man or woman bookkeeper who can take full charge of local midwest station, network affiliate, books and accounts. Give experience in first letter. Paying $35 to $45 for 44 hours for good work. Write Box 393, BROADCASTING.

anted—Within the next thirty days, announcers for 10 kw. Eastern independent station in third largest market area. Splendid opportunity for ambitious, all-around man. Give draft status. Box 98, BROADCASTING.

dio Operator Wanted—With first-class ticket. Permanent position, local Southern Station, good salary, congenial personnel. Give all details. Box 399, BROADCASTING.

First-class Radio Telephone Operators — Good wages. Good working conditions. Write WICA, Ashtabula, Ohio.

ANNOUNCERS—Wanted two experienced announcers by local network Michigan station. Will pay $45 weekly for 48 hours, and $50 weekly if you have operators license. Will take good men draft exempt up to age 50. Will consider girls or women if experienced. Write fully and give references. No drifters, this is permanent position for right people. Box 92, BROADCASTING.

Engineer—For 5 KW CBS affiliate. Experience desirable. Prefer draft exempt if possible. Write Chief Engineer, WKZO, Kalamazoo.

KCD, SPENCER, IOWA, needs operators and announcers. Give full information first letter.

Manager — With sales experience. Small local station in east. State experience. Box 403, BROADCASTING.

COMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 405, BROADCASTING.

Wanted—First or Second Class Operator with transmitter experience for new directional 5 KW station. Rapid advance likely. WOC, Davenport, Iowa.

Announcer—Give experience, abilities. Permanent. Box 406, BROADCASTING.

Help Wanted (Cont'd)

Operator—Any class license. No war industries, living conditions good. KLPM, Minot, North Dakota.

Situations Wanted

NEWSCASTER-EDITOR—Not the world's best, but capable of doing the kind of air job of which you and sponsors would, indeed, be proud. Audience getter—and holder—even against competition of networks second guessers. That's fact, not egotism. Eight years in radio, five in present position. Desire for change entirely self-impelled. Thirty-five, married, 3A in draft. Sober habits. No political strings or ambitions. Minimum income, $500.00 monthly. Now in midwest. Available June 1. Transcription on request. Box 397, BROADCASTING.

Managerial Ability—1st class license, good announcer, news sports, programming. 3B. Employed, references, three month contract, transportation necessary. $60.00 weekly. Box 387, BROADCASTING.

RELIABLE NOT SENSATIONAL—For 9 years I've been learning "what to do and how to do it". Programming, writing, producing, announcing, handling personnel, etc. Proven record. 30 years old. 3-B. Now on 50 kw station. Available April 15 for PERMANENT position. Box 388, BROADCASTING.

Two Announcers—Experienced. Now employed 5 kilowatt Metropolitan basic network midwest station. Available immediately. Both draft-deferred. Good references. Prefer West. Wire Box 389, BROADCASTING.

STATION MANAGER—Thorough knowledge regional and local operation. 3A. Midwest. Details on request. Box 390, BROADCASTING.

Newscaster—News Editor, draft exempt, ten years' experience, now employed, seeks permanent position with medium or large station, location unimportant. Box 394, BROADCASTING.

EXPERIENCED CHIEF ENGINEER — Of progressive local station desires larger permanent field. 10 years experience, local and regional, with all phases of Broadcast equipment. Excellent references 3A. Box 395, BROADCASTING.

CHIEF ENGINEER—Fifteen years experience, five years present employment, desire change, permanent, forty years old, 4F draft. Box 396, BROADCASTING.

Technician—With 8 years' broad experience availab'e March 20th at $3500 per year. Box 402, BROADCASTING.

Announcer Available Immediately — Three and one-half years' experience, age 22. Now employed 5 kw NBC station in south. Sports a specialty. 4F draft. Box 391, BROADCASTING.

Director-Writer-Announcer — Also advertising and merchandising experience. College, married, 4F. Box 407, BROADCASTING.

Wanted to Buy

RADIO STATION — Local midwest preferred. Replies confidential. Box 404, BROADCASTING.

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pickups. Station KLO, Ogden, Utah.

SCHOOLS LIKE RADIO
San Francisco FM Tests Show Value of Medium

SIX-MONTH trial of FM broadcasting as a medium of instruction has proved successful in the San Francisco schools, according to school board officials. The board operates an FM transmitter, with 80 General Electric receivers throughout the city.

Most popular program was the school newscast by Dwight Newton three times a week. According to Pauline Ryder, principal of Emerson School, coordination of history, science, economics and geography courses with living events makes them more interesting. "The use of radio also teaches not only audience manners, but encourages worth while entertainment as well," she said.

Library Subscribers

NEW AND RENEWAL subscribers to the Standard Radio Library Service include: WOWO-WGL WFOR WGH WBRK KTKC WISE WBRE WATN WIAC KLUF WHBL KGKB WAAB WGNY KRON KPLT WIL KZRO WGIL WHEC WIBU WJBK WMRN KCMC KFIZ KARK KFBB W41MM KVOL, the OWI, San Francisco, and U. S. Navy, Dutch Harbor, Alaska. Two new subscribers to the Standard Sons of the Pioneers special library are WBRK, Pittsfield, Mass., and WHBF, Rock Island, Ill.

CESAR SAERCHINGER, NBC commentator, has celebrated his fifth year on his weekly program, *Story Behind the Headlines*, which is presented under auspices of the American Historical Assn.

"THE WORLD'S BEST COVERAGE
U.P.
OF THE WORLD'S BIGGEST NEWS"

TO SPEED TELEGRAMS AT LOW COST—PHONE

Postal Telegraph

CHARGES FOR TELEGRAMS 'PHONED IN APPEAR ON YOUR TELEPHONE BILL.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
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(Suburb, Wash., D. C.)
Main Office:
7134 Main St.
Kansas City, Mo.
Crossroads of the World
Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Jack Howard Gets Naval Commission

Hanrahan Given Radio Post; Sorrells Leaves Censorship

JACK R. HOWARD, president of Scripps-Howard Radio Inc. and assistant executive editor of Scripps-Howard Newspapers, has been commissioned a lieutenant (j.g.) in the United States Naval Reserve and is now attending operational school. He is 32, married and the father of two children.

Lt. Howard

James C. Hanrahan, executive vice-president of Scripps-Howard Radio and general manager of WMPS, Scripps-Howard station in Memphis, will assume Mr. Howard's radio duties for the duration but is expected to maintain his headquarters in Memphis rather than move to the present headquarters offices in New York.

Sorrells Returns

In addition to WMPS, the Scripps-Howard stations include WCPO, Cincinnati; WNOX, Knoxville, and WMC, Memphis. WCPO and WNOX are licensed directly to Scripps-Howard Radio; WMC is licensed to Memphis Publishing Co., and WMPS to Memphis Broadcasting Co., wholly owned subsidiary of Memphis Publishing Co.

John H. Sorrells, who was on leave from Scripps-Howard Newspapers to serve as Deputy Director of Censorship in Washington, has resumed his post of executive editor of the papers. He will continue to function in an advisory capacity to the Office of Censorship.

Bennett to WAAT

VICTOR BENNETT, former account executive of WOR, New York, has been named vice-president and national sales director of WAAT, Newark, N. J., a new post, according to an announcement last week by Irving Robert Rosenhaus, executive vice-president and general manager. Mr. Bennett entered the advertising and promotional field some 15 years ago as assistant to the American general agent of the Great Western Railroad of England and in 1933 became manager of the general agency of all American activities for the promotion of travel to the British Isles. He handled transportation advertising for the *N. Y. Sun* for several years, and later served as manager in charge of advertising features and market research of African Associated Newspapers. Before joining WOR early in 1942, Mr. Bennett published *New York Flite Plan* magazine dealing with air transportation schedules.

Mr. Bennett

CBS Extends Full-Net Discount Plan To Sponsors Denied Certain Outlets

ALTERATIONS in the CBS full network discount plan to allow a part of the rebate to advertisers ordering but unable to secure the full network were announced last week by William C. Gittinger, vice-president in charge of sales.

Revised plan provides for a graduated scale of discounts, starting with 15% for full network programs and decreasing in proportion with the percentage of full network billing represented by stations not clearing time.

Supersedes 3-Station Plan

If, CBS explained, the stations which do not clear represent less than 1% of the full-network billing, a 14% discount will be granted. If the stations not clearing represent less than 2% the discount is 13%, continuing until the stations which do not clear represent 15% or more of full-network billing, in which case no full-network discount is allowed. Discounts are to be computed not only on the stations which are cleared, but on the net billing for the full network, and are calculated to the nearest one-tenth. of 1%.

Obviously prompted by the network's recent acquisition of several wine and beer accounts which ordered the full network but which were unacceptable to a number of CBS affiliates, the altered discount plan supersedes immediately the "three-station tolerance" announced on Rate Card 29, dated July 15, 1942, when the full-network discount plan became effective for all new business. The former plan allowed the full-network discount on programs on which all but three stations (or fewer) were cleared and provided that a pro-rata share of the full-network discount might be allowed under conditions governed by the specific time period involved and the probable availability of the full network during the term of the contract.

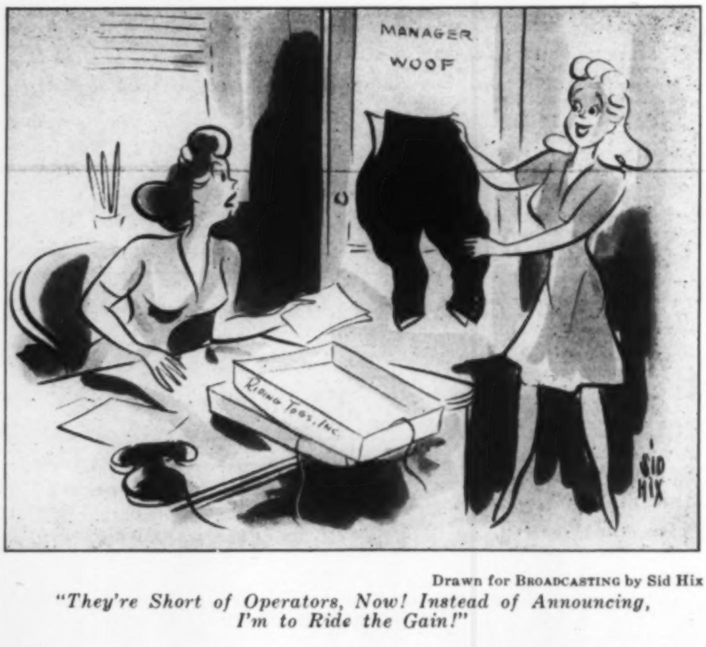
Present CBS full-network advertisers may continue for 12 months under the old plan or may adopt the new formula at any time during that period, electing whichever is the more favorable. The basic condition, that advertisers must place a firm order for all CBS stations and continue this order in effect to earn the full-network discount, is not changed, CBS states.

Igleheart on 'Chef'

SECOND NATIONAL advertiser to sign for the *Mystery Chef*, offered to BLUE affiliates by the network on a local cooperative basis, is Igleheart Bros., Evansville, Ind., the Swansdown Flour division of General Foods Corp., New York. Igleheart will sponsor the quarter-hour series, starting March 15 five times weekly on WORD, Spartanburg, S. C., and WHMA, Anniston, Ala., and twice-weekly on WJHP, Jacksonville. First national advertiser to take the series was National Biscuit Co., New York [BROADCASTING, Feb. 22]. A total of 34 stations now carry the series on a sponsored basis. The Swansdown account is handled direct and McCann-Erickson, New York, is National Biscuit agency.

Band to Plane Plant

ALVINO REY and his 21 man orchestra, featured on various West Coast originating network programs, swapped a weekly income averaging $10,000 for beginners wages totaling approximately $800 when they started in early March working at Vega Aircraft Corp., Burbank, Cal., on the graveyard shift. Rey, who has held a commercial radio license for 24 years is an inspector in final assembly. Band will continue on the Wednesday night *Salute to the States* on Mutual-Don Lee stations.



Drawn for BROADCASTING by Sid Hix

"They're Short of Operators, Now! Instead of Announcing, I'm to Ride the Gain!"

ARMY COMMISSIONS SCHECHTER CAPTAIN

ABEL A. SCHECHTER, former NBC director of news and special events, last week was commissioned a captain in the Army Air Forces and has been ordered to report to Miami Beach for preliminary training. He has resigned as special assistant to Gardner Cowles Jr., Director of Domestic Operations of OWI, a post he has held since Aug. 15.

Capt. Schechter

It is understood that Capt. Schechter, after his six weeks preliminary training, will be assigned to Washington as Special Projects Officer under Col. William P. Nuckols, assistant for Army Air Forces to Maj. Gen. Alexander D. Surles, Director of the War Dept. Bureau of Public Relations. Another of Col. Nuckols' assistants is Maj. Hal B. Rorke, former assistant publicity director of CBS New York and chief of CBS West Coast publicity [BROADCASTING, Feb. 15].

One of the best-known figures in the industry and a pioneer in the development of radio as a news medium, Capt. Schechter joined NBC in 1932 as a writer. He became news editor in 1935 and added the duties of director of special events in 1938. Since the war, he has handled special consulting assignments for the War Dept. Bureau of Public Relations, and last August accepted Mr. Cowles' invitation to join OWI.

Servel to Return

SERVEL Inc., New York, which has not used network radio since the summer of 1938 when it sponsored the *March of Time* on NBC-BLUE, is reported returning to NBC early in April with an institutional series based on rationing news from Washington. Company, which manufactures Electrolux refrigerators in peacetime, is expected to sponsor Billie Burke, movie actress, in *Fashions in Rations*, in the 11:30 a.m. to 12 noon period Saturdays on an undetermined number of NBC stations. Agency in charge is BBDO, New York.

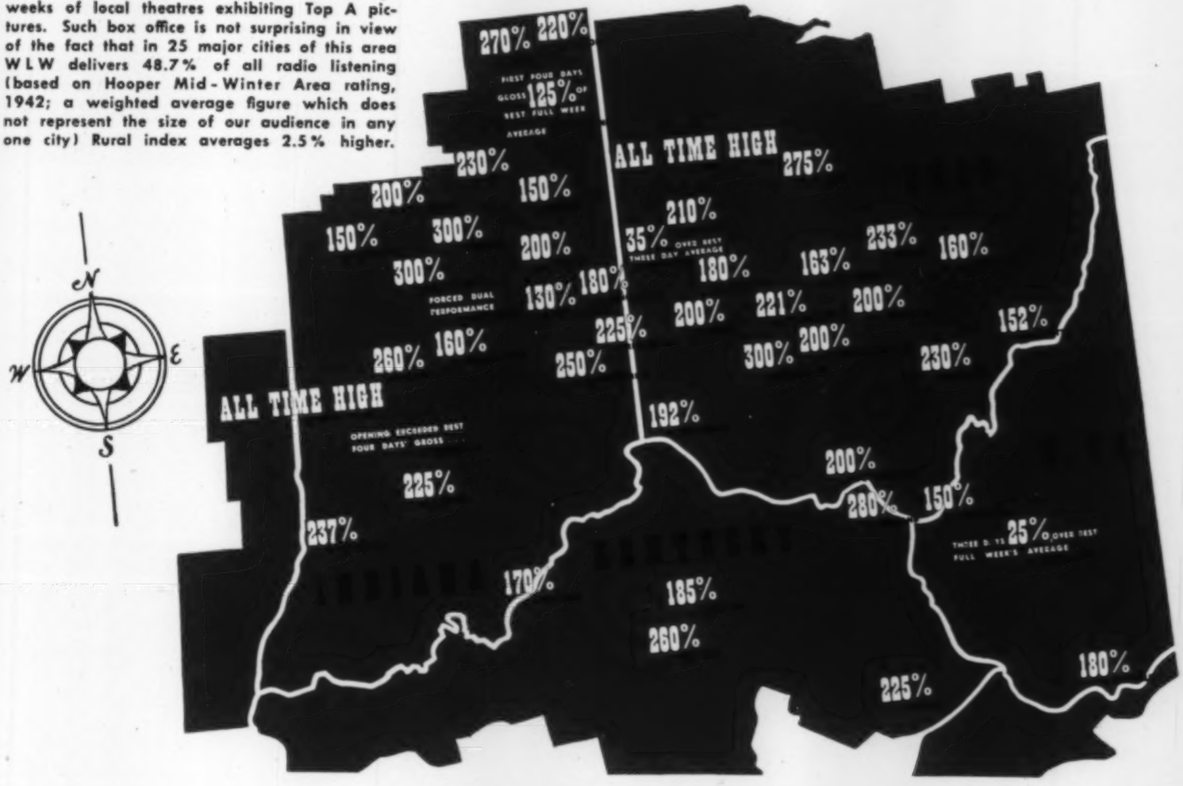
UNITED FRONT

WSYR Plugs WFBL Project To Sell War Bonds

WHEN Cecil Brown, CBS commentator and foreign reporter, visited Syracuse on a War Bond selling lecture tour under sponsorship of WFBL, CBS outlet, WSYR, NBC local station, broadcast plugs urging listeners to buy bonds and attend the lecture.

Harry C. Wilder, WSYR general manager, explained when it comes to supporting the war effort. "I hope that in every city stations will forget their commercial competition and establish a united radio front for the duration. I think you have to actively support another station's special project to convince the public that radio is unselfish in supporting this war to the limit."

Percentage figures on this map show relation of "Hitler's Children" premiers to best average weeks of local theatres exhibiting Top A pictures. Such box office is not surprising in view of the fact that in 25 major cities of this area WLW delivers 48.7% of all radio listening (based on Hooper Mid-Winter Area rating, 1942; a weighted average figure which does not represent the size of our audience in any one city) Rural index averages 2.5% higher.


N
E
S
W
270%
220%
FIRST FOUR DAYS GROSS 125% OF BEST FULL WEEK AVERAGE
230%
200%
150%
150%
300%
200%
300%
FORCED DUAL PERFORMANCE
130%
180%
260%
160%
225%
250%
ALL TIME HIGH
OPENING EXCEEDED BEST FOUR DAYS' GROSS . . .
225%
237%
INDIANA
170%
ALL TIME HIGH
275%
210%
35% OVER BEST THREE DAY AVERAGE
180%
163%
233%
160%
200%
221%
200%
152%
300%
200%
230%
192%
200%
280%
150%
THREE DAYS 25% OVER BEST FULL WEEK'S AVERAGE
KENTUCKY
185%
260%
225%
180%

Every box office record broken in 46 cities

By WLW World Premiers of "Hitler's Children"

On January 14, WLW staged Fifty City World Premiers of "Hitler's Children", based on the best-seller "Education For Death" by our European Commentator, Gregor Ziemer. Promotion on Mr. Ziemer's own programs jam-packed theatres throughout WLW-land, started the film on its way toward becoming one of the best grossing pictures of all time. So sensational were these premiers that Ned E. Depinet, President of RKO Radio Pictures, Inc., wired WLW:

> *"Box office and attendance figures in WLW World Premiers of 'Hitler's Children' have clearly demonstrated the intensive coverage and selling power of The Nation's Station. Despite the years of association of our company with the radio industry, it has remained for WLW to demonstrate to us and the motion picture industry the tremendous results possible with radio as the spearhead of a well planned and executed campaign. I feel that our joint operation with you has pioneered a new phase of American merchandising and advertising, with a demonstration of mass selling unprecedented in the history of motion pictures and radio."*

- **WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.**

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative through consumer — climaxed by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.

A NEW SALES SERVICE. Answering the problem of the man-power shortage is SPECIALTY SALES, a WLW affiliate. SPECIALTY SALES offers the services of experienced salesmen who cover every grocer and druggist in all cities of our four-state area. SPECIALTY SALES enables you to maintain dealer contacts or introduce new products at a fraction of the cost for man-power.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION